

Prize-Winning Pictures In The Home Garden Contest  
See Page 6

# Mid-Week Pictorial

NEWS OF THE WORLD IN PICTURES

PUBLISHED WEEKLY BY  
THE NEW YORK TIMES COMPANY

WEEK ENDING  
OCTOBER 22, 1927  
VOL. XXVI, NO. 9

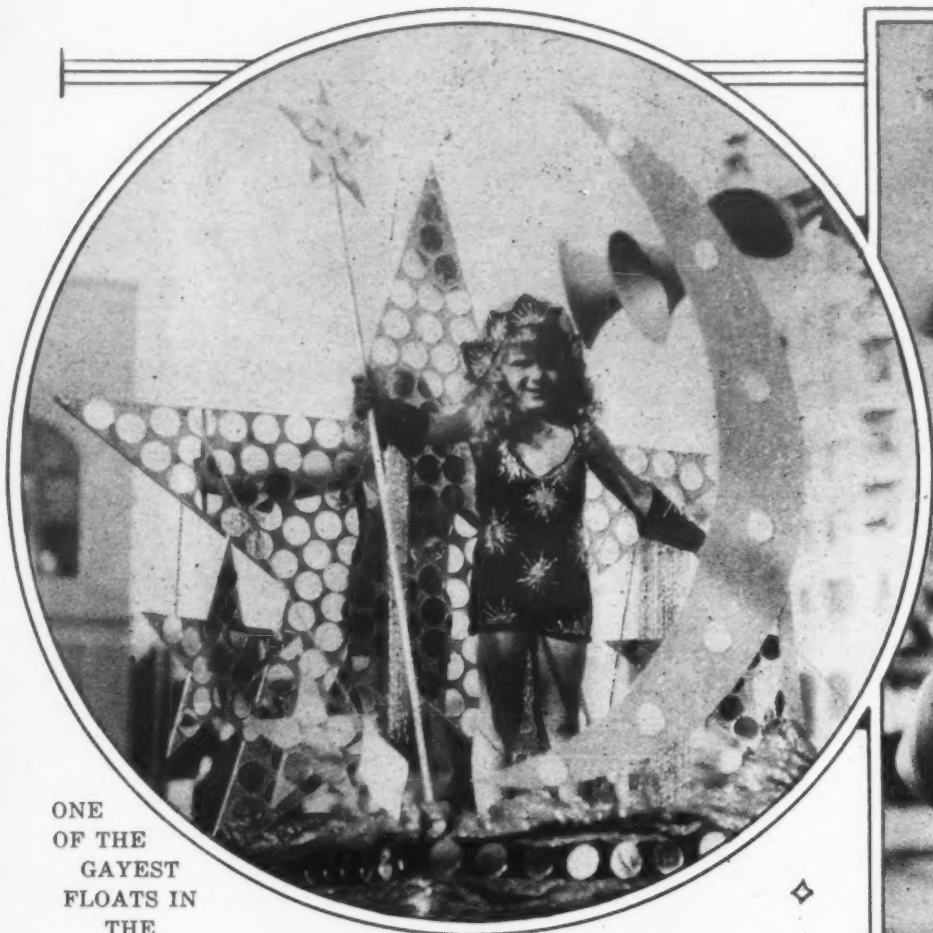
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CANADA  
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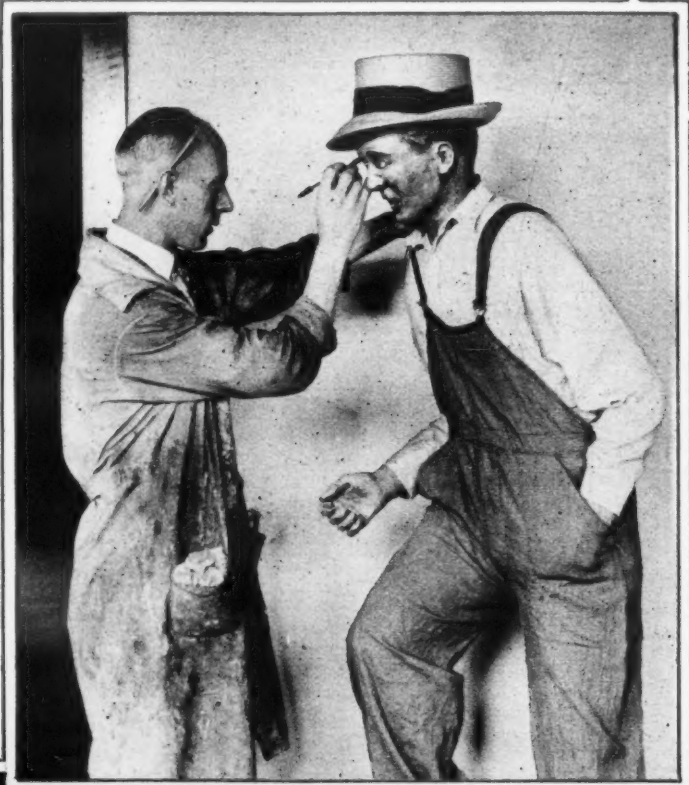


*First American Woman to Attempt Flight Across the Atlantic: Ruth Elder, Pilot, With George Haldeman, Navigator, Who Took Off in the Plane "American Girl" From Roosevelt Field, Long Island, N. Y., Oct. 11, on a Trip Planned to Cover 3,600 Miles of Sea, With Le Bourget, Paris, as Their Objective. The Plane Fell Into the Sea 520 Miles West of Portugal, but Both Voyagers Were Rescued by the Dutch Tanker Barendrecht. (Times Wide World Photos.)*





ONE OF THE GAYEST FLOATS IN THE PARADE: ROSELAND ZABELLE, With the Moon and Stars, Riding One of the Cars in the Recent Baby Parade at Long Beach, Cal. (Times Wide World Photos, Los Angeles Bureau.)



A "SPEAKING" LIKENESS: HENRY, THE DUMMY, Which, With a Phonograph Inside It, Will Speak for the Department of Dairy of the United States Department of Agriculture at the Annual Dairy Exposition. Tom, Another Dummy, Will Carry on a Conversation With Henry. (© Harris & Ewing. From Times Wide World Photos.)



They Assumed When the Plane Started on Its Long Voyage Across the Ocean to Paris. (Times Wide World Photos.)

SAFETY FIRST FOR TRANS-ATLANTIC FLIERS: MISS RUTH ELDER, the Pilot of the American Girl, and George Haldeman, Navigator of the Plane, Wearing Rubber Suits Which



THE SMALLEST CHAMPION IN THE WORLD: ROBERT GREENWELL Appears in the Baby Parade at Long Beach, Cal., With Dan Tobey, the Famous Western Boxing Announcer, to Hold Up His Hand. (Times Wide World Photos.)

## METROPOLITAN AMUSEMENT GUIDE

NEW AMSTERDAM THEATRE, West 42d St.  
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# IF YOU HAVE EVER WANTED TO LEARN FRENCH. SPANISH. GERMAN OR ITALIAN

## Read This Agreement

Every Pelman Language Course is taught under the absolute agreement that if, after completing it, you are not entirely satisfied with your ability to read, speak and understand the language, your tuition will be refunded instantly upon demand.

(Signed)  
B. C. McCULLOCH, President  
THE PELMAN LANGUAGE INSTITUTE  
NEW YORK CITY

WITH the Pelman method of teaching foreign languages, it is perfectly possible—yes, easy—to learn French, German, Italian or Spanish without a teacher, entirely by mail.

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It is this remarkable fact that lies at the

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This is no exaggeration. In England,

where this wonderful new method was originated, tens of thousands of people have found that it makes foreign languages astonishingly easy to learn. In America, this success was at once duplicated. This is by far the most practical and sensible way to learn French, Spanish, Italian and German.

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A free book, yours for the asking, shows you what a real cultural benefit, what a wonderful means for pleasure, it is to have another language at your command. This book actually shows you that you can read, at sight, a page of the language you decide to learn. It shows why it is possible to agree that you will learn either French, Spanish, Italian or German within a few months, to your satisfaction, or it will cost you nothing. To send for this book places you under no obligation. No salesman will call upon you. Mail the coupon at once.

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Please send me full information about the Pelman System of  
Language Instruction.

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I am interested in

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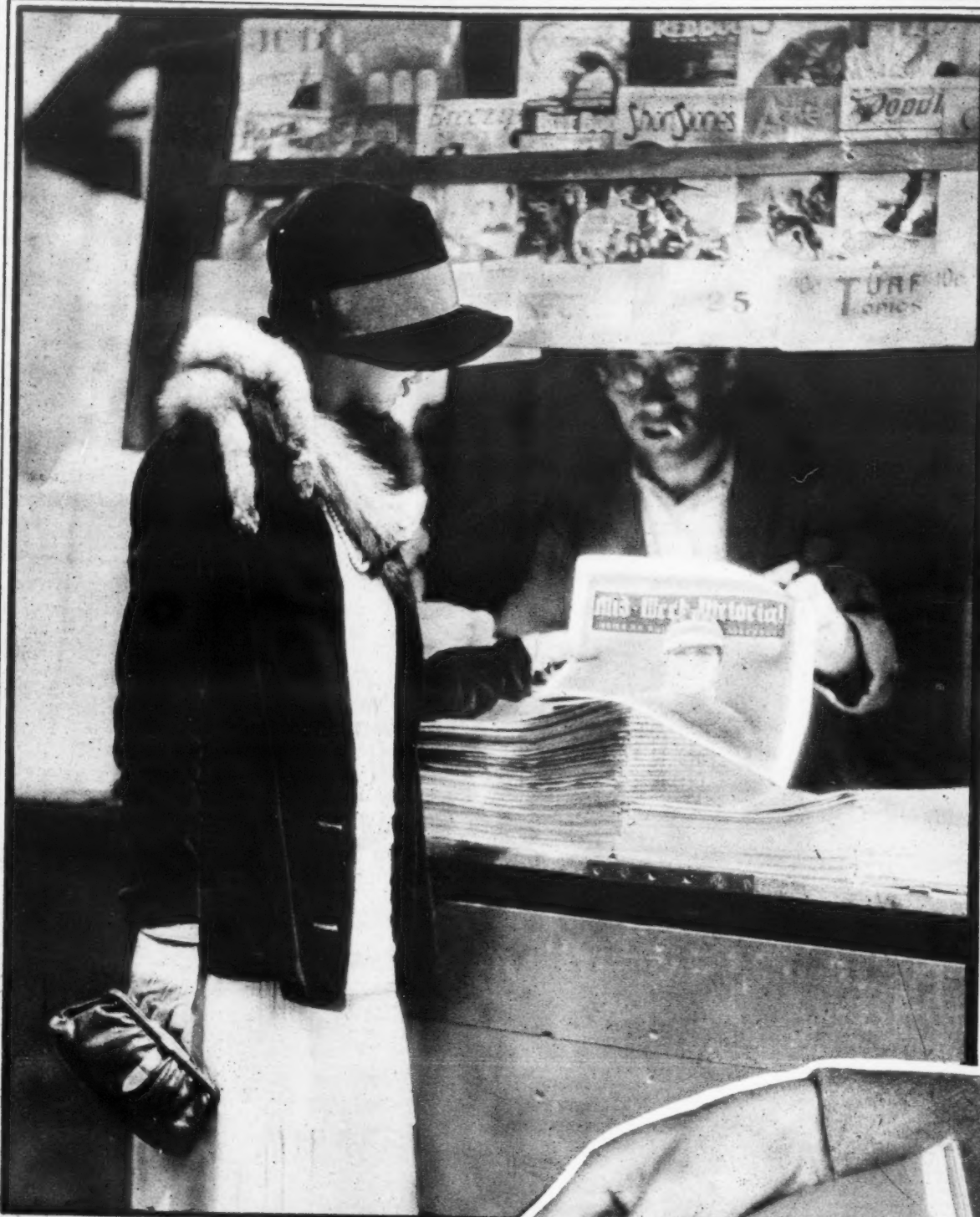
☐ Spanish

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☐ Italian



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BIRD.





## They Winked in Derision when Mlle. Chaumont greeted me in French

*... but a second later they got the shock of their lives!*

AS I look back on the strange beginnings of that romantic adventure, and its amazing outcome—I have to laugh.

It was cleverly contrived—that deep-laid plot of my friends to entangle me in a web of folly and embarrassment. Today they have to close one eye and cross the other to see anything funny in a situation that brought me happiness.

I caught my first glimpse of Mlle. Chaumont at one of our charity bazaars, where she appeared as a guest of the Robinsons. I had arrived late, just as the Robinson party was leaving. But the vision of that gorgeous girl, fresh from Paris, hung like a picture in my memory; and I'm not ashamed to confess that from that moment there was one perfectly eligible young bachelor who began to take a new and excited interest in life.

### My Friends Plan a Joke on Me

In other words, I was "hard hit"; and like any other romantic young enthusiast I went about among my friends asking eager, foolish questions, and singing aloud the beautiful sentiments I so ardently felt. I simply had to meet her—to *know* her. All of which amused my friends enormously, and set on foot a conspiracy to let me make a monkey of myself.

The upshot of their base designs was a dinner-dance given in Mademoiselle's honor by the Robinsons. I was invited, of course. The plan was to present me to Mlle. Chaumont, who spoke scarcely a word of English, then leave me stranded and stuttering in her company while they sat back to enjoy the fun. It was a tricky little plot, and so far as my ignorance of it was concerned—*perfect*. But . . .

Well, the big night came. When I entered the Robinson home I was as nervous as a bridegroom who has forgotten the wedding ring. Then through an opening in a little group I caught sight of HER—and from that moment I forgot everything else.

What a picture she made! To describe her as lovely, charming, bewitching, simply proves the poverty of the English tongue. Briefly, she was the kind of girl for whose adorable feet any modern Raleigh would gladly spread his dinner coat in the mud.

My appearance was greeted with delighted shouts of welcome—a sort of prelude to the evening's "comedy." Then, with a grand display of mock formality,

I was led forward to be presented to Mademoiselle. As I bowed low over her hand in approved Continental fashion, she murmured:

"Je suis charmée, Monsieur."

"Comme vous êtes adorable!" I replied.

"Et vous, Monsieur," she exclaimed softly, "comme vous êtes généreux!"

And while my dear, foolish friends stood by, gasping with amazement at this rapid exchange of musical French, the first notes of the orchestra announced the opening dance. I bowed to Mademoiselle.

"Voulez-vous me faire le plaisir de danser avec moi?"

She rose gracefully, flashing me a bright smile. "Oui, volontiers!" she said.

Whereupon she tucked her arm into mine, and I triumphantly led her off to the dance floor, to the consternation and deep chagrin of every one else.

If I had suspected it before, I became certain during that dance that there was only one girl in the world for me. We continued to exchange pretty pleasantries in French; though, frankly, I was hard put to it not to say something silly and thus inadvertently spoil it all.

At the end of the dance I led her out onto the balcony, where we found a comfortable corner and continued to get acquainted. And there we sat through several dances, exchanging confidences that I sincerely hoped would eventually lead to wedding bells for me.

### I Tell My Friends the Secret

When we re-entered the house the storm broke. From all sides the noisy, excited revelers rushed down upon us, firing a volley of questions and shafts of reproof. Some one pounced on me from behind and whirled me away from my companion. Another poked me in the ribs, while an envious voice cried:

"You sly old beggar, where did you learn to speak French?"

I laughed, and kept them guessing. Then, when I thought I had carried my triumph far enough, I told them about the famous Hugo Method which I had taken up some time before as the simplest, quickest way in the world of learning to speak and read French.

A knowledge of French, I told them, had seemed to me of genuine value in forming contacts, making friends, and in advancing one's self in a business and social way. Anyway, I had heard of the Hugo Method, and had thought it worth trying. They had seen the results for themselves. And without giving them a chance to ask further questions, off I went in search of "the only girl."

The "Hugo Method," which the writer refers to above, is perhaps the most ingenious method of learning French that has ever been devised. Originated by the House of Hugo, renowned language experts, it combines their broadest knowledge and ripest experience in a series of twenty-four printed lessons which any one can study right at home.

There is nothing difficult about it—no laborious exercises to do—no tiresome rules—no dull classroom drills. This marvelous Hugo "At-Sight" Method teaches you, phrase by phrase, sentence by sentence, to speak the French language correctly and well.

And the best of it is that you are *your own teacher*. You choose your own time for study—a few minutes a day—acquiring a practical knowledge of a language that will be of enormous cultural, social and business value to you. Everything is made so clear, so simple, so easy, that you will be astonished at how rapidly you progress.

### Try It 5 Days FREE

Thousands have learned to speak, read and understand French by this fascinating method—and so can you. Moreover, you can prove it to your own satisfaction without risking a cent.

Simply mail the coupon below, and we shall be glad to send you the complete Course for 5 days' FREE examination. Understand, you are under no obligation to keep the Course. It must prove its worth to you before you invest a penny. Then, if at the end of the free examination period you decide to keep it, you send only \$2.00 as a first payment, and \$2.00 a month thereafter until the full price of \$12.00 has been paid. Otherwise, return the Course, and you are out nothing.

If you act promptly, a valuable French-English Dictionary, containing 45,000 words, will be included without additional cost. So don't put it off. Mail the coupon today. Doubleday, Page & Co., Dept F-7710, Garden City, New York.

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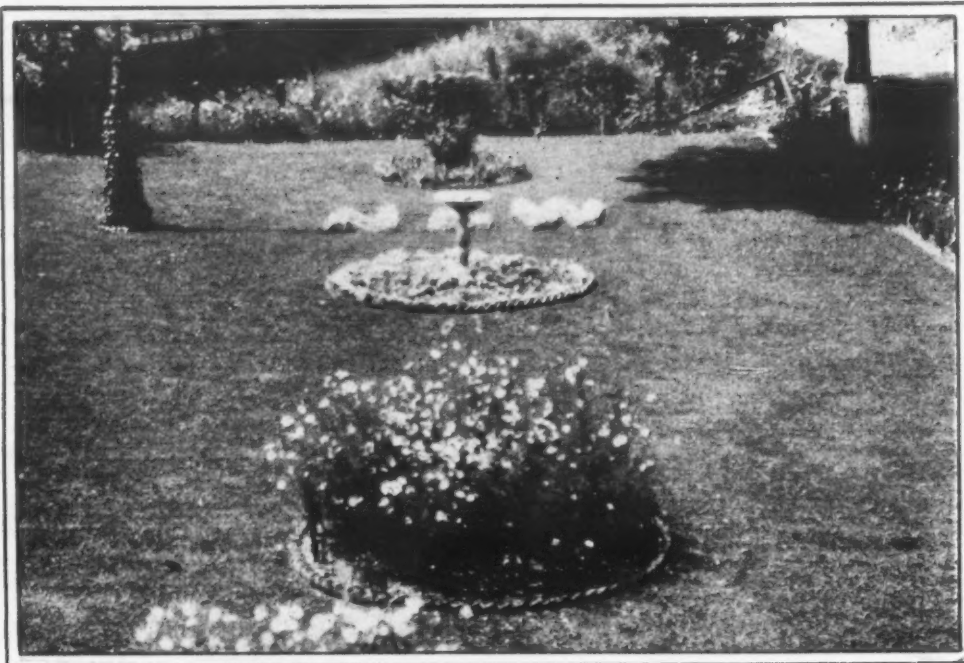
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# PRIZE-WINNING PICTURES IN THE HOME GARDEN CONTEST

**First Prize—Ten Dollars.**

Won by Lee Gonaro, Box 110, Bluefields, West Va.



UNDER THE SOUTHERN SUN.

**Second Prize—Five Dollars.**

Won by R. A. Barber, 1407 Middle Ave., Elyria, Ohio.



BY THE FOUNTAIN.



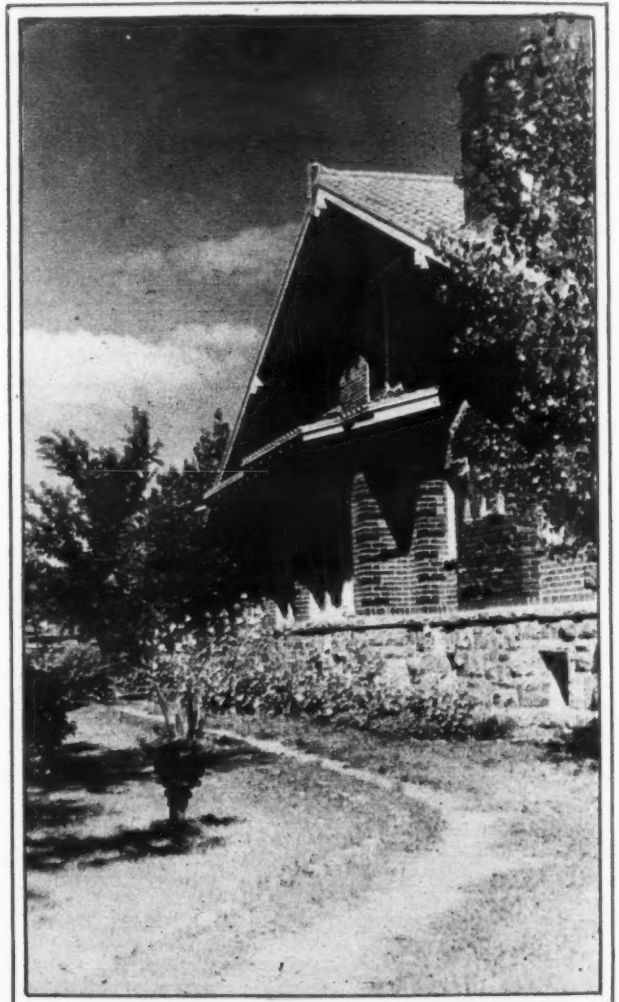
**STARS OF EARTH.**  
Three Dollars Awarded to James M. Jeffrey,  
Goshen Point, Waterford, Conn.

**M**ID-WEEK PICTORIAL invites its readers all over the land to send in photographs of their gardens, to be entered in its Garden Contest. The competition is not intended to include great estates with their staffs of highly paid gardeners. Rather it applies to gardens that adjoin or surround the typical American home. The award of prizes will be based not on the size of the gardens but on their beauty, variety and design—all the elements that add to their attractiveness.

The prize-winning photographs sent in each week will be reproduced the next week in the pages of Mid-Week Pictorial, which will award a first prize of ten dollars (\$10) in cash for the photograph adjudged the best each week, five dollars (\$5) for the second best, and three dollars (\$3) for each additional photograph published.

Send photographs, not negatives. Pictures will be sent back on request if return postage is enclosed. It is hoped and believed that the contest will stimulate interest in gardening and add greatly to the exterior beauty of the home. Questions are invited, and expert advice will be given absolutely free of cost on everything pertaining to the making and maintaining of a garden—seeding, planting, pruning, fertilizing and the extermination of insect pests.

All readers of Mid-Week Pictorial are eligible to take part in the competition. Send your entries to the Garden Editor, Mid-Week Pictorial, 229 West Forty-third Street, New York, N. Y.



**SERENE LOVELINESS.**  
Three Dollars Awarded to E. G. Trotzig,  
113 Linden Avenue, Vermillion, S. D.



**REFLECTING BEAUTY FROM ITS MIRRORED SURFACE.**  
Three Dollars Awarded to Mrs. J. W. Morse, 203 North Eighth  
Street, Estherville, Iowa.



**WITH A JAPANESE SUGGESTION.**  
Three Dollars Awarded to N. R. Hufnagle, Utica, Neb.

Questions Concerning Garden-Making Will Be Gladly Answered, Either in This Department or by Mail, If Addressed to The Garden Editor, Mid-Week Pictorial, 229 West Forty-third Street, New York, N. Y.



# Mid-Week Pictorial

*"A National Magazine of News Pictures"*

VOL. XXVI, No. 9

NEW YORK, WEEK ENDING OCTOBER 22, 1927.

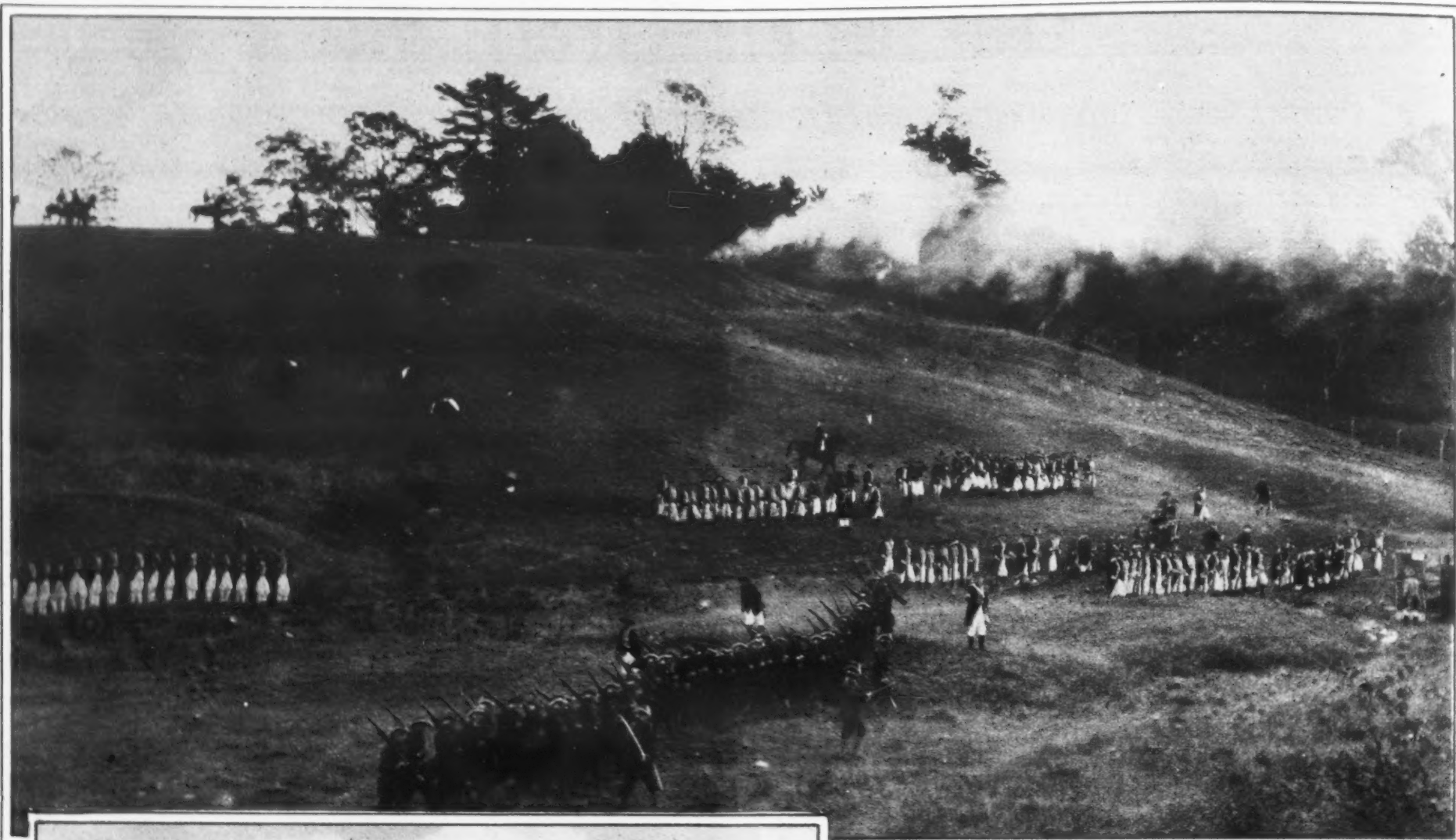
PRICE TEN CENTS



NO DAUGHTER OF EVE CAN RESIST THE APPEAL OF THE APPLE: MISS HELEN STOW  
of Stow, Mass., Goes Into the Apple Orchard Armed With a New Type Picking Basket to Garner the  
Delicious Autumn Fruit.  
(Times Wide World Photos.)



# COLORFUL REPRODUCTION OF THE BATTLE OF SARATOGA



BURGOYNE'S TROOPS ADVANCE TO THE BATTLE: ONE OF THE SCENES

From the Pageant of the Battle of Saratoga, Which Was Enacted on the Same Fields Where the British and Colonials Fought 150 Years Ago.

(Times Wide World Photos.)



FLEEING FROM THE ADVANCING CANADIANS AND INDIANS: MRS. PETER SCHUYLER

and Her Children Escaping in an Ox Cart to Albany Before the Troops of Burgoyne. One of the Episodes of the Pageant at Saratoga.

(Times Wide World Photos.)



THE FLAGS OF THE NATIONS WHICH TOOK PART IN THE BATTLE: THE UNITED STATES, France, Great Britain and Poland, With the Flags of the Thirteen Original States, on the Battlefield at Saratoga.

(Times Wide World Photos.)



"THE FATHER OF HIS COUNTRY": HENRY T. MOORE, President of Skidmore College, Who Took the Part of General George Washington in the Pageant of the Battle of Saratoga.

(Times Wide World Photos.)

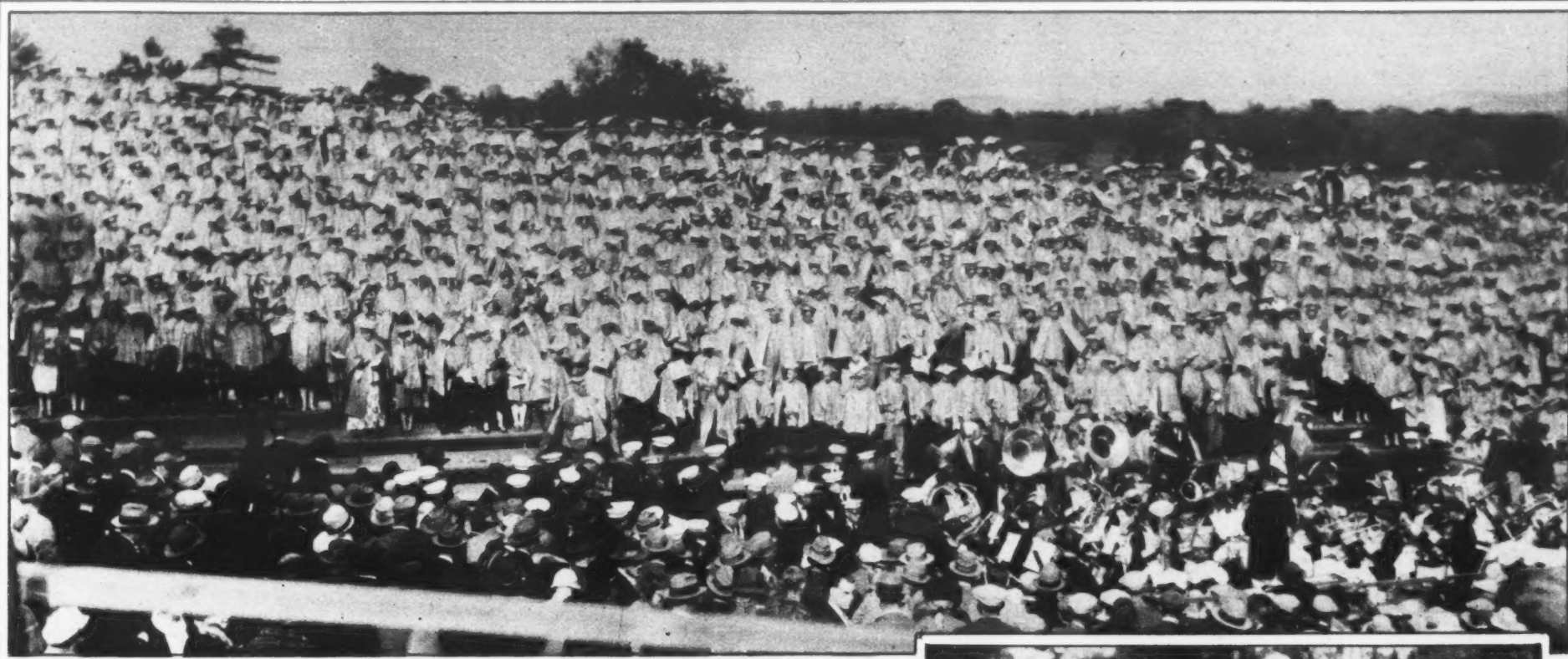


THE COLONIALS RALLY TO THE FLAG: "THE CALL TO THE COLORS," One of the Scenes From the Historical Pageant at Saratoga.

(Times Wide World Photos.)



# AT SESQUICENTENNIAL PAGEANT OF BURGOYNE'S DEFEAT



**A CHOIR OF A THOUSAND VOICES: THE CHORUS**  
Which Sang During the Pageant at the Sesquicentennial of the Battle of Saratoga, the "Verdun of the Revolution."  
(Times Wide World Photos.)



**GENERAL WASHINGTON COMES TO REVIEW THE COLONIAL TROOPS: HENRY T. MOORE,** President of Skidmore College, Impersonating the Father of His Country at the Historical Pageant at Saratoga.  
(Times Wide World Photos.)



**"MISS NEW YORK" RIDES ONTO THE BATTLEFIELD: MISS DORIS SPEIR** of Forest Hills as She Appeared in the Sesquicentennial at Saratoga.  
(Times Wide World Photos.)

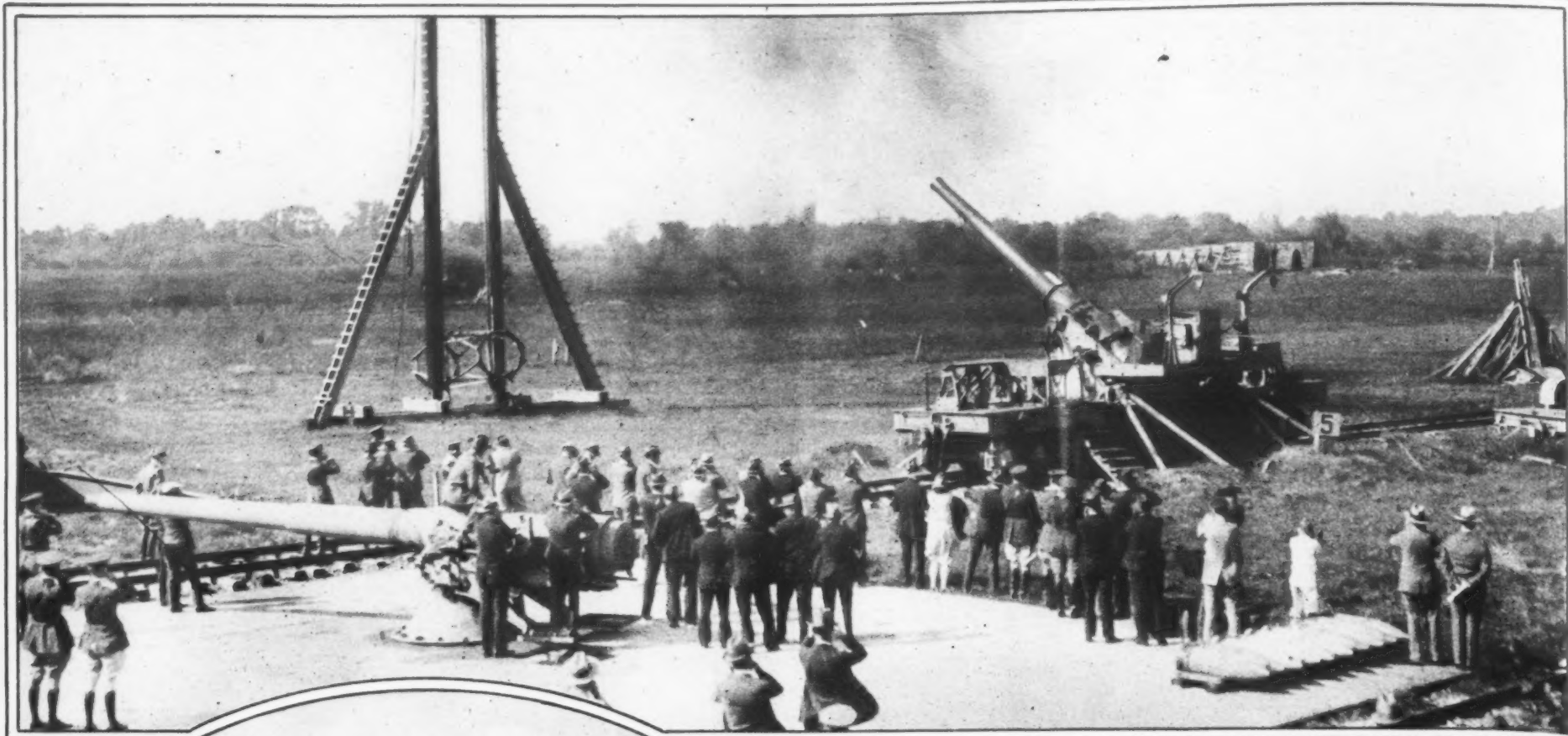


**MRS. PETER SCHUYLER WARNS THE COLONIALS OF THE ARRIVAL OF THE BRITISH: ONE OF THE SCENES,** in the Costume of the Period, From the Sesquicentennial of the Battle on the Fields Where It Was Fought.  
(Times Wide World Photos.)



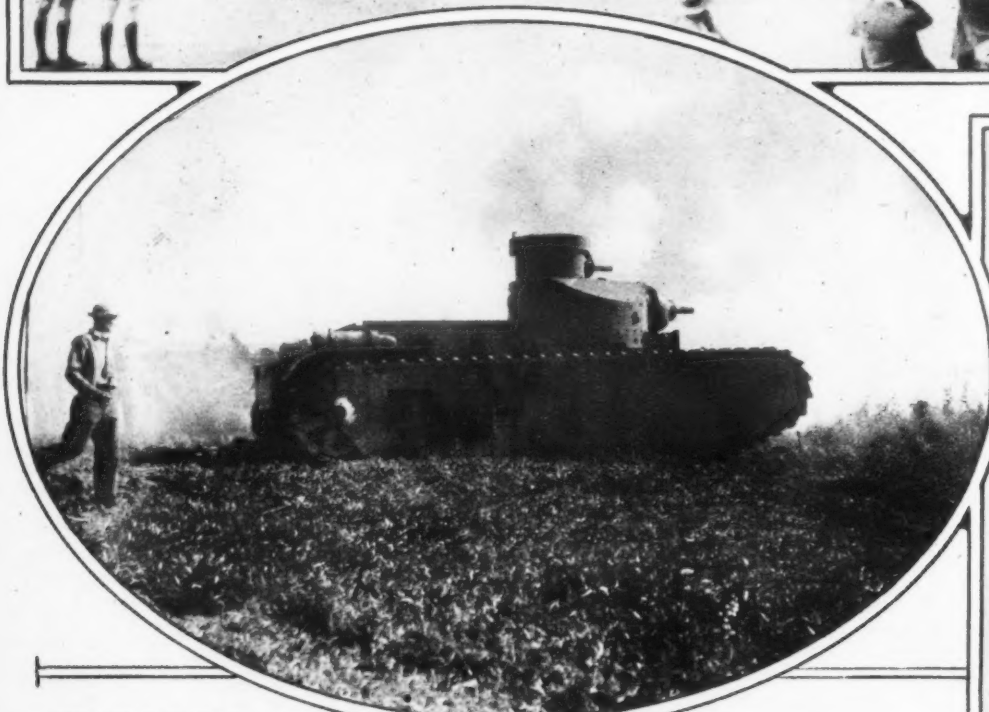
**THE GOVERNOR OF CONNECTICUT TELLS THE STORY OF THE MEN OF HIS STATE: GOVERNOR JOHN H. TRUMBULL,** One of the Representatives of the Four States Whose Militiamen Routed the Forces of Burgoyne at Saratoga, Speaking at the Dedication of the Battlefield as a State Park.  
(Times Wide World Photos.)



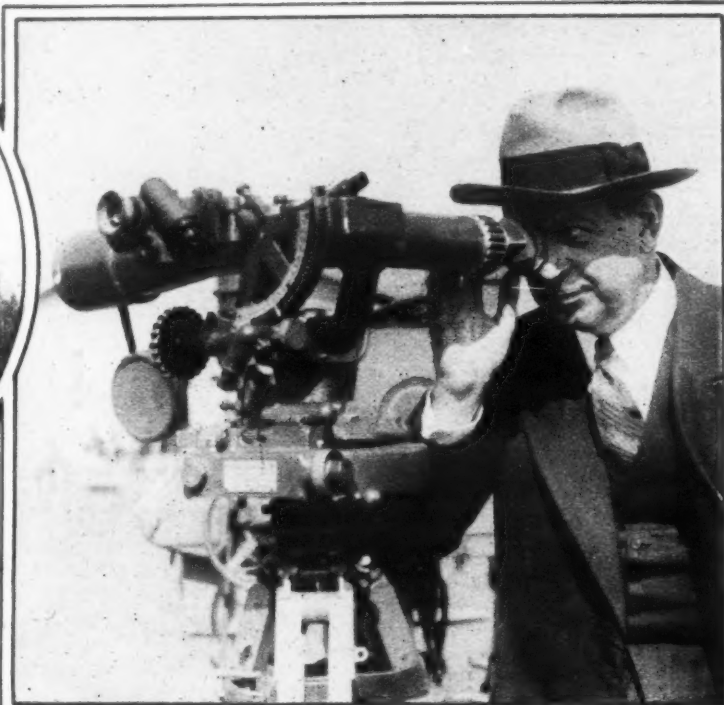


AN EAR-SPLITTING PARTY AT ABERDEEN: FIRING ONE ROUND

From an 8-Inch Gun on a Railway Mount at the Recent Army Ordnance Demonstration at the Proving Grounds in Maryland. (Times Wide World Photos.)



THE FIRST USE OF A TRACTOR WITH DIVISIONAL ARTILLERY: A MODEL Which Weighs Two and a Half Tons, Tried Out at the Demonstration of the Army Ordnance Association at Aberdeen, Md. (Times Wide World Photos, Washington Bureau.)



THE SECRETARY HAS A PRIVATE VIEW OF THE PERFORMANCE: SECRETARY OF WAR DAVIS

Looking Through a Mounted Telescope Used in Finding the Range for Anti-Aircraft Firing, at the Ninth Annual Army Ordnance Demonstration at Aberdeen. (Times Wide World Photos.)



A FAMOUS CHOIR FROM FLORENCE: AN ORGANIZATION Which Has Been in Existence Since the Thirteenth Century, Which Recently Arrived in the United States to Give a Series of Concerts in Sixty American Cities. (Times Wide World Photos.)



A FISH WHICH CARRIES A HEAD-LIGHT: A HADDOCK

Recently Caught Off Boston, Which Was Found to Have Three Fully Developed Eyes, the Third on Top of Its Head. The Fish Is to Be Stuffed and Sent to a Museum. (Times Wide World Photos, Boston Bureau.)

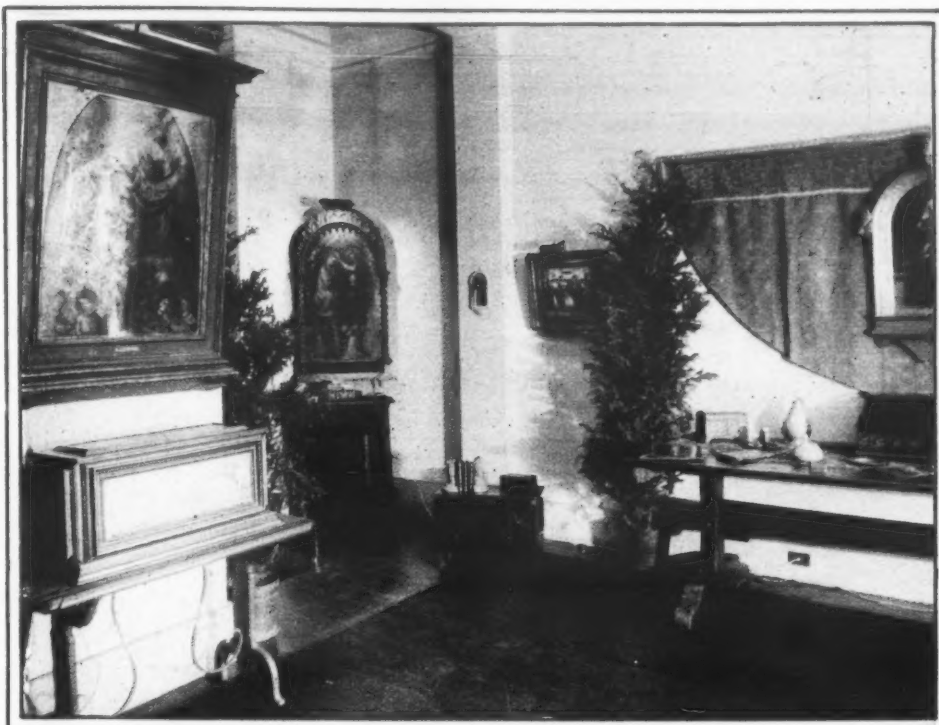


LISTENING IN ON THE OVEN: CARL HUTNESS,

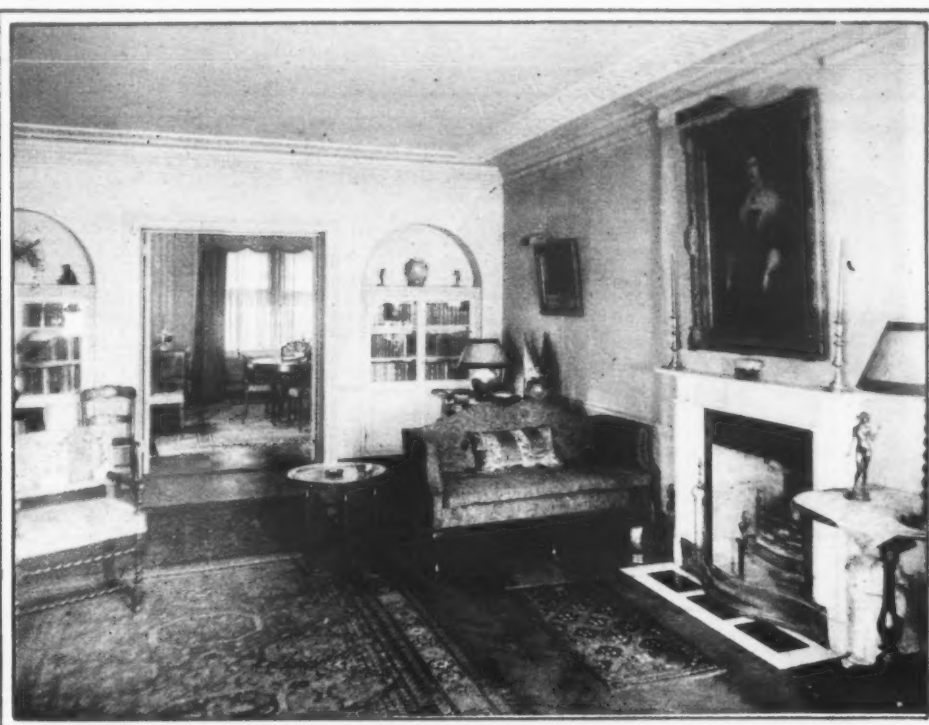
the Champion Baker of the Newest Course at the Lane Technical High School in Chicago, Where Baking Now Takes Its Place With the Other Branches of Learning. (Times Wide World Photos.)



# INDIVIDUAL TASTE THE KEYNOTE IN AUTUMN DECORATIONS



**AN ARTIST'S STUDIO**  
Is Given a Picturesque Atmosphere With Fine Old Paintings, Antique Furniture and a Bit of Growing Green.  
(Courtesy of Mrs. Ehrlich Galleries.)



**THE DRAWING ROOM OF A SMART MANHATTAN APARTMENT**  
Is Decorated in the Manner of English Tradition That Is Almost of the Adam Type.  
(Mrs. Samuel Swift, Decorator.)

By Lillian Morgan Edgerton

ONE source of keenest satisfaction in decorating or redecorating one's home is the opportunity for self-expression. It is the chance which comes to some more often than to others, but it is always absorbing, particularly to the man or woman who has a loving interest in his or her home place. The initial experience is likely to be more or less an experiment, sometimes satisfactory, sometimes, alas! resulting in little else than the experience, and in that instance the bill is apt to be a large one. The amateur decorator who is not sure of herself is doing wisely to engage the services of a professional who has earned her knowledge and whose advice may safely be followed. Those who have tried both ways have found the latter to be usually the more successful in results. There is a technical knowledge of the subject which guides the hand and the eye in every detail of interior decoration, and only one who has this may be trusted.

Individuality is the slogan in the process of decorating one's own home, and those who give the subject careful thought and who have "the feeling" are more and more insistent upon reflecting this in their environment. The decorator who counts herself most successful is the one who seeks to learn her client's wish and

preference, even if there is need for guidance and gentle leading in points of taste. Often, most often, this cooperation results in an entire change of viewpoint on the part of the client and a long step forward in the knowledge of interior decoration. There is sometimes greater need of advice when there is much money to be spent, for people of affluence, perhaps much traveled, are apt to hit upon some scheme that intrigues their fancy without knowing how to work it out. Confidence in their own judgment makes costly blunders and a waste of time and material. Many there are who have had to discard their own investments and tediously retrace their steps.

In this modern idea of expressing individuality it is occasionally the home-maker of not too abundant resources who finds most pleasure and compensation in decorating and furnishing her house or apartment, however modest. It is she who acknowledges necessity as the mother of invention and gives earnest study to her task, finding ways and means to create something unusual out of little. All up and down the scale the types of houses, town apartments, suburban cottages that appear in a fresh dress, whether it is the first one or one done over, are interesting from both the artist's point of view and that of every one who has the privilege of living quarters of their own. In this young country interior decoration and architecture reproduce the styles of older countries adapted to up-to-date American life. Gradually, under the helpful influence, guidance and example of the many artists who are devoting their time and talent to the creating of better ideals in home-building and beautifying, individuals are finding their way to the expression of taste in great diversity of architecture, exterior and interior.

## ANSWERS TO LETTERS.

Miss E. C. C., Washington Heights.  
—What kind of curtains do you advise for the living room of my three-room apartment? The walls are painted ivory, the floors are hardwood, rather light. I should like to know what to do with the floors also, because they are growing dark with the oil I use on them every little while.

Ans.—You do not give the color of your rugs nor furniture, but it is safe to say that the figured or plain material which reflects the dominating color note in these will look well in your living room. You may use one color of plain goods or one of the many pretty cretonne chintzes or mohairs that are now to be had in large assortment. Some of these are sun-fast and tub-fast. If you wish to hang two sets of curtains, the sash or "glass" curtains, as they are called by deco-

rators, may be had of net or of a sun-fast gauze in the ivory tone of your walls.

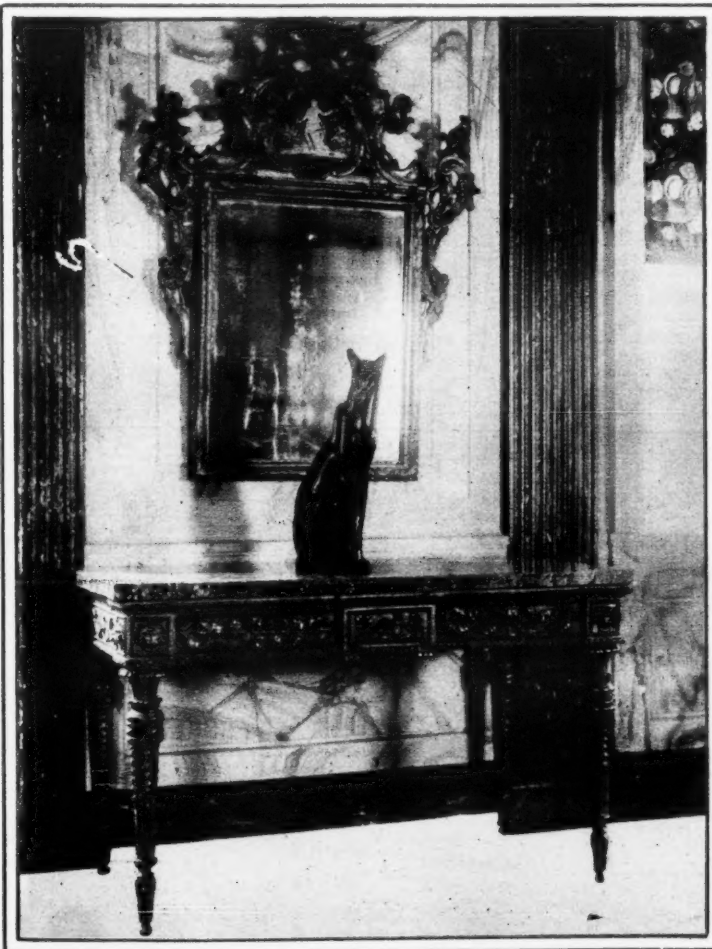
Use a warm suds of soap powder to scrub your hardwood floors, clean and wax them. Put the wax on with a cloth and go over the surface a second time with a weighted polisher.

Mrs. N. M., Flatbush, N. Y.—I want to refurbish my guest room, which now has mahogany furniture of old Colonial style. Do you advise a dressing table with ruffles and curtain of some pretty material?

Ans.—The little frilly French dressing table is now offered by the department stores "ready made" at a small price and is less fashionable than it was a few years ago. It does not belong with your Colonial type of furniture. You will find it more suitable to place a mirror on a mahogany lowboy or table with drawers.

S. S., Greenwich Village, New York City.—I have a studio apartment of two rooms and kitchen which is quaint and comfortable and I am able to fix it up to look very well except the floors, which are of the common kind, old and rough. What can I cover them with or do with them that will not be expensive?

Ans.—The floor covering which seems to be giving general satisfaction is linoleum. Or you can paint.



**A LARGE BRONZE CAT,**  
Modeled by an Italian Nobleman, Rests on the Black and White Marble Top of Gold Italian Directoire Console Table Before an Old Spanish Mirror in Hall.  
(Chamberlain Dodds, Interior Architect.)



**A LOFTY BEAMED CEILING**  
Lends Dignity and Airy Space to the Living Room of a Connecticut Country House.  
(Chamberlain Dodds, Interior Architect.)



# Star Glints From the Motion Picture Studios



IRENE RICH,  
Starring in "The Silver Slave," a Warner Brothers Picture.  
(Preston Duncan.)



MARY ASTOR,  
in the Title Role of "The Girl of  
the Golden West."



SALLY BLANE AND D. FAIRBANKS JR.  
in a Scene From "Dead Man's Curve," an F. B. O. Production.

ONE of the largest theatrical-motion picture transactions of the year was completed when the Universal Pictures Corporation purchased the motion picture rights of "Broadway" at a price stated to be \$225,000. Still, if it proves to be anything like the money-maker in pictures that it has been on the stage, it will prove a corking good investment.

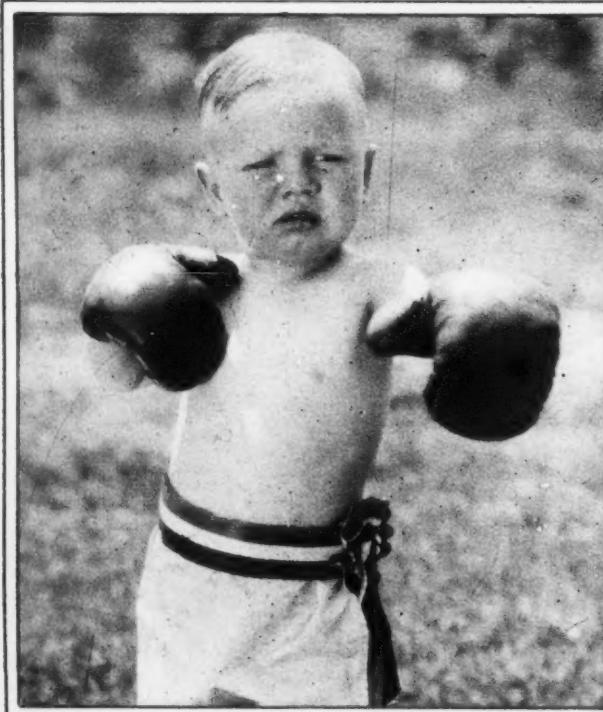
The Embassy Theatre has established a new record for receipts with the first month's run of "The Garden of Allah." The new Metro-Goldwyn film, adapted from Robert Hichen's popular novel and play, was directed by Rex Ingram, with Alice Terry and Ivan Petrovich in the leading rôles.

Frank Howard Clark, well-known author of Western stories for the screen, who made his debut as an F. B. O. director when he handled the megaphone for Buzz Barton's last picture, "Wizard of the Saddle," has been selected to direct the picture, "When the Law Rides," in which Tom Tyler will star.

George Bancroft's new starring vehicle, under Paramount direction, "Honky Tonk," it is announced, is an adaptation by Houston Branch and Ethel Doherty of the former's stage play, "The Wild Cat." The location is the Tampico oilfields.

Laura La Plante is now devoting herself to the finishing touches of her next Universal picture, "Thanks for the Buggy Ride," and will commence "Finders Keepers," from the story by Mary Roberts Rinehart, almost immediately.

The latter picture is already being cast by Wesley Ruggles, who will direct. Johnny Harron, Arthur



TUNNEY, BEWARE! THIS RISING YOUNG  
PUGILIST  
Is Wheezer, a New Member of Our Gang, as He Ap-  
pears in "The Old Wallop" (M.-G.-M.-Hal Roach  
Comedies).

Rankin, Edmund Breese, Eddie Phillips and Joe Mack have been selected for prominent rôles.

"Thanks for the Buggy Ride" features Glenn Tryon, Universal's new comedy star. Trixie Friganza plays an important rôle. Lee Moran, Richard Tucker, Jack Raymond and David Rollins complete the cast. The story was written by Byron Morgan and the adaptation

## STARS OF THE SILVER SCREEN



EDMUND COBB.  
(Universal.)

EDMUND COBB got into pictures because the director of a motion picture company wanted a man to fall off a cliff and take a twenty-five-foot tumble. Cobb had been playing on the speaking stage for several seasons and happened to be in his native city, Albuquerque, N. M., where he was born, in 1892, when one day he found himself one of a circle of curious people watching a motion picture company on the outskirts of the city. The villain of the photoplay was to be shot as he stood on the edge of a cliff and was to plunge to the bottom twenty feet below. At the last minute the villain balked at making the fall. "Five dollars to any one who will make the fall," called out the director to the crowd. Cobb, young, daring and out of a job, took him up. The fall was perfect and Cobb had actually fallen into pictures.

The director happened to be none other than D. W. Griffith. He recognized, even in this little byplay of a fall, Cobb's latent ability, enhanced by an engaging personality, and gave him a small part in the play. Cobb has worked with Essanay, Vitagraph and others, but it was Universal that first discovered in him the essentials of a screen star and made him one.

Cobb comes of a distinguished family. One of his uncles, Edmund G. Ross, represented the State of Kansas in the United States Senate, where he cast the deciding vote in the impeachment proceedings against President Johnson.

Cobb has an interesting personality. He is dark, stands six feet and one-half inch, and weighs 165 pounds. He is one of the best riding stars in pictures.

was prepared by Beatrice Van. William A. Seiter is directing.

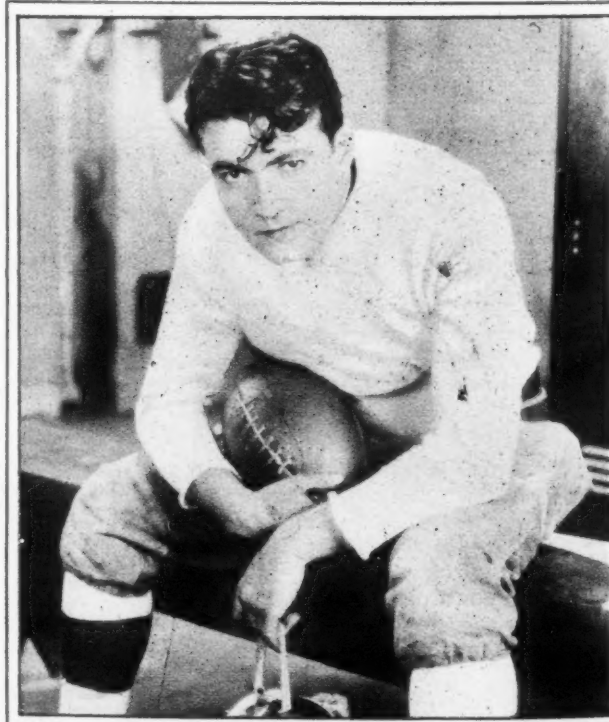
William Fairbanks, well known for his Western rôles, has been added to the cast of "The Dog of War," in which the screen's newest dog star, Flash, will make his bow-wow under the Metro-Goldwyn banner. W. S. Van Dyk is the director.

Pathé News made a scoop recently with scenes of the first game of the world's series, played on Wednesday, Oct. 5, in Pittsburgh, having the films ready for showing at Wednesday supper shows in the Smoky City and at the evening shows in both New York and Chicago.

Bill Winston, who taught Lindbergh to fly, piloted the Pathé News airplane which brought the films from Pittsburgh to New York at the rate of 135 miles an hour. Another plane sped to Chicago, where twenty-eight theatres showed the fans the game. Still another plane winged its way to the Pacific Coast with special negatives of the struggle. The crew of camera-men and laboratory workers had films of the game ready for screening at 5:25 o'clock on Wednesday afternoon.

Harold Lloyd is now the proud possessor of the bat with which Babe Ruth swatted his record-breaking sixtieth homer.

Following the completion of "The Gay Defender," in which Richard Dix is now starring, with Thelma Todd as his leading lady, Malcolm St. Clair, now directing "Gentlemen Prefer Blondes," will pilot the husky Paramount star through "The Traveling Salesman," from the play by James Forbes.



RICHARD BARTHELMESS,  
as He Appears in "The Drop  
Kick."

Questions of General Interest Regarding Photoplays and Players Will Be Answered Gladly, Either in These Pages or by Mail, if Addressed to the Motion Picture Editor, Mid-Week Pictorial, 229 West Forty-third Street, New York, N. Y.



# LOVE AND ADVENTURE ON "THE ROAD TO ROMANCE"



THE LOVELY HEROINE:  
MARCELINE DAY  
in One of the Scenes of "The Road to Romance."

By Mitchell Rawson

"THE ROAD TO ROMANCE," starring Ramon Novarro, with Marceline Day as heroine, is based upon a novel written and published a number of years ago by the late Joseph Conrad in collaboration with Ford Madox Hueffer—or Ford Madox Ford, as the author of "No More Parades" and "A Man Could Stand Up," prefers to be known today.

The picture is a Metro-Goldwyn-Mayer product and has just been shown at the Capitol Theatre, New York. The title of the original novel was simply "Romance," and many romantic elements play a part in the plot—such as love, villainy, gallant adventure against odds, piracy and so on, in considerable abundance.

A hapless maiden (and an heiress at that) held in the power of a designing scoundrel—such is the situation with which "The Road to Romance" confronts us. The maiden, Serafina, is played by Marceline Day. Roy d'Arcy appears as Don Balthasar, the villain. This unscrupulous gentleman has gained full control of an island and town in the old Spanish possessions and has made it the headquarters of the pirates who haunt those waters—the period being the early part of the nineteenth century.

He has the girl in his power and lets her understand that he intends to marry her whether she is willing or not—first, because he is enamored of her; also because by becoming her husband he will establish himself as the legal successor of her forebears, who have owned the island. For a time Serafina's future



THE TRIUMPH OF VIRTUE: THE GAY AND  
GALLANT DON JOSE  
(Ramon Novarro) Pins Don Balthasar (Roy d'Arcy) to the  
Wall.

seems very dark. But her brother, before his death, has communicated with the King of Spain, and a certain Don Jose, a Captain of the Royal Guard and one of the finest fellows in the world, has been sent out to rescue the heroine and confound Don Balthasar.

Nevertheless, Don Jose also has his troubles. The ship on which he sails from Spain is captured by pirates, whom he joins—of course with the excellent intention of escaping from them later on and doing the work for which he has been commissioned. The commander of the pirates is an eccentric-looking person named Popolo, portrayed by no less a popular favorite than that sterling veteran of the screen, Marc McDermott. Popolo takes a fancy to Don Jose, who



IN  
ROUGH  
HANDS:  
SERA-  
FINA  
(Mar-  
celine  
Day)  
Is Seized  
by the  
Pirates.



THE LOVERS: JUST LIKE ROMEO AND  
JULIET,  
Jose and Serafina Meet Upon a Balcony.

cleverly deceives him and so arranges things that he (Don Jose) meets the lovely Serafina and promptly falls in love with her. To do her justice, she reciprocates almost as promptly.

But even the indefatigable Don Jose has need of all his indefatigability as lover and soldier before he finally gets things out of the mess in which they have been tangled. Battle, murder and sudden death enliven the screen. At last reinforcements in the shape of Spanish soldiers come in the nick of time and the evil characters of the picture meet with their just deserts.

"The Road to Romance" is beautifully produced, and some of the camera work is really exquisite. Mr. Novarro is at his most exuberant—dashing, debonnaire, the very type of a youthful Spanish cavalier. And Marceline Day is one of the loveliest of heroines.

As always, Marc McDermott makes his rôle a perfect bit of characterization. He is a pirate leader with an inferiority complex which he ordinarily contrives to keep hidden, but which manifests itself in the presence of the wicked Don Balthasar and, toward the end, in that of Don Jose. Popolo always knuckles under when he meets a better man.

And Roy d'Arcy, true to form, makes a thoroughly satisfactory villain—the really delightful kind that smiles and smiles but will always keep on the wrong road to the final scene. He dies game.

The new picture is good entertainment from beginning to end—a story of pure adventure, well rendered.



MUSIC HATH CHARMS TO SOOTHE THE PIRATE BREAST:  
DON JOSE  
(Ramon Novarro) Tickles the Ears of His Buccaneersing Companions.  
Popolo (Marc McDermott) Is at the Left.



A DAMSEL IN DISTRESS AND HER PROTECTOR:  
THE BEAUTIFUL SERAFINA  
and Don Jose, Who Have Taken Refuge in a Mountain Fastness, Are  
Dying of Hunger and Thirst but Still Holding Out.



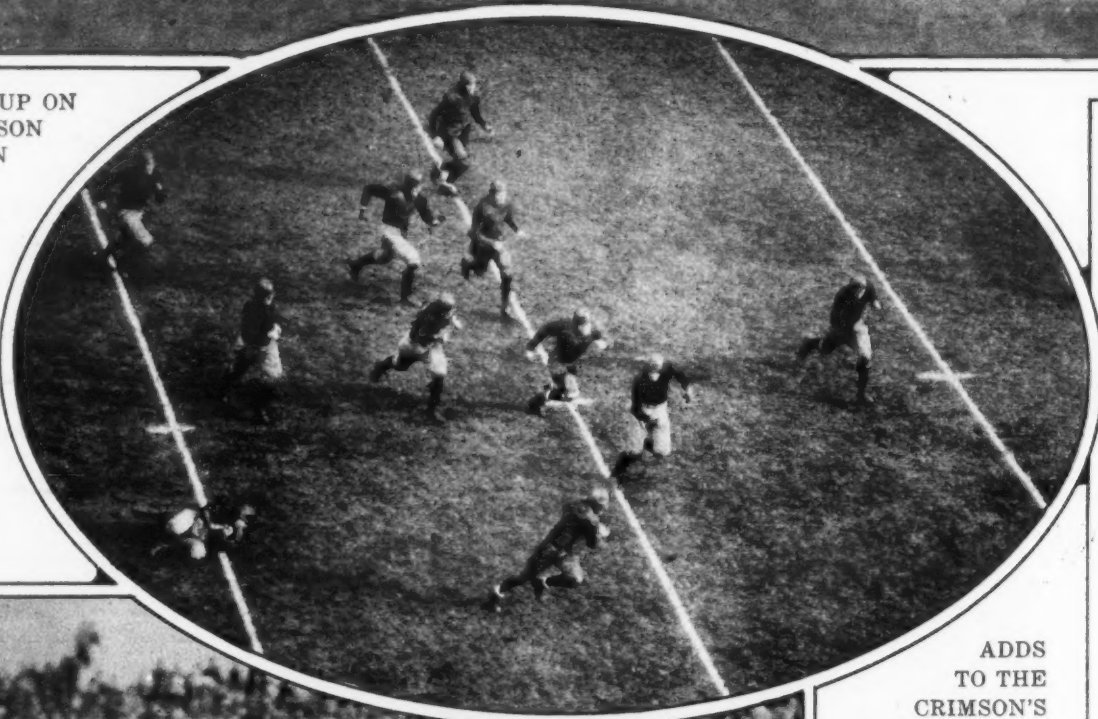
# STIRRING GAMES ON THE GRIDIRON IN EAST AND WEST



THE CURTAIN GOES UP ON THE FOOTBALL SEASON ON THE COAST: DON MOSES;

Backfield of the University of Southern California Team, Plunges Through the Santa Clara Defense and Just Misses a Touch-down in the Game at Los Angeles, When His Team Won, 52 to 12.

(Times Wide World Photos.)



ADDS TO THE CRIMSON'S WORRIES: PURDUE

Downs Harvard by a Score of 19-0. Koransky of Purdue Is Here Starting on a Fifteen-Yard Run. (Times Wide World Photos.)



## THE WEEK'S SPORTING CELEBRITY



LOU GEHRIG. (Times Wide World Photos.)

LITTLE surprise was occasioned in baseball circles when it was announced that Lou Gehrig, star first baseman of the New York Yankees, champions of the world, was proclaimed the most valuable player in the American League for the 1927 season.

The selection of Gehrig, who finished second to Babe Ruth for home-run honors, having made forty-seven circuit clouts, more than any player has ever made in one season with the single exception of Ruth himself, was made by a committee of baseball writers representing the various cities included in the league.

His nearest competitors for the honors were Harry Heilmann, Detroit outfielder and 1927 batting champion of the American League, and Ted Lyons, crack twirler of the Chicago White Sox. Heilmann had 35 points and Lyons 34. Gehrig had 56.

Gehrig, born in New York, June 19, 1903, began his baseball career with the High School of Commerce of New York. He later played at Columbia. He joined the Yankees in 1923 and was later sent to Hartford. He returned to the New York club in time to play in the last ten games of the 1924 season, when the veteran Wally Pipp went to the Cincinnati Reds. Gehrig, who had been Pipp's understudy, became the guardian of the initial bag, where he has since remained.



RACING DOWN THE FIELD: DAHMAN of Notre Dame Making a Fifteen-Yard Run With the Aid of Perfect Interference in the Game Between Notre Dame and University of Detroit, Won by the Former, 20-0. (Times Wide World Photos.)



MID-WEST GLADIATORS: KYLE ANDERSON of Chicago University Running After Having Received a Forward Pass in the Game Between Chicago and Indiana University, in Which the Former Triumphed, 13-0. (Times Wide World-Photos.)



# THE "CITY OF CHILDHOOD" OF LOYAL ORDER OF THE MOOSE



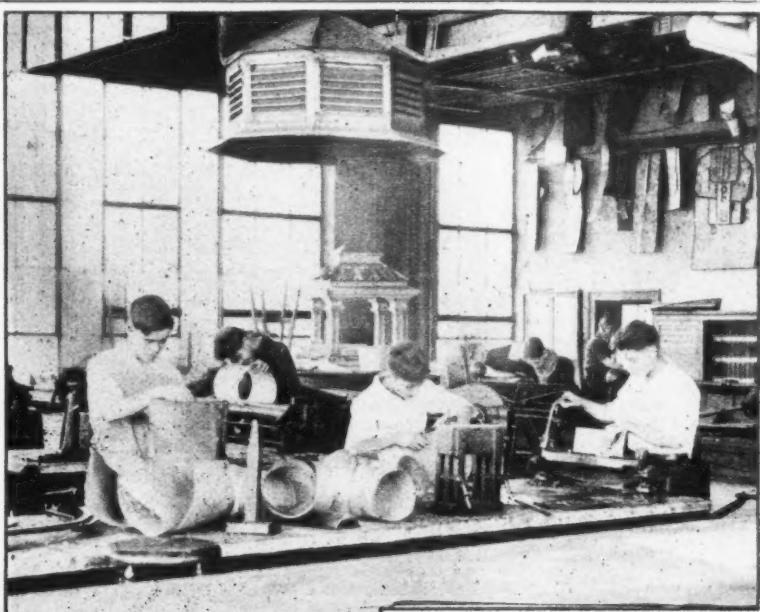
## THE SKILL OF THE LANDSCAPE GARDENER

is Shown at Its Best in These Beautiful Grounds of the Moose National Training School and Home at Mooseheart, Ill. (Times Wide World Photos.)



## WITH NOT A CARE IN THE WORLD: TINY TOT

of the Colony at Mooseheart, Ill., Founded by James J. Davis, United States Secretary of Labor. (Times Wide World Photos.)



**FITTING THEMSELVES FOR THE FUTURE: CLASS** of Student Sheet Metal Workers at Mooseheart Where Children of Deceased Members of the Loyal Order of the Moose Are Taught the Trades for Which They Are Best Adapted. (Times Wide World Photos.)

## ATTRACTIVE MODERN COTTAGE,

Type of Many in Which Are Housed the Juvenile Inhabitants of Mooseheart. (Times Wide World Photos.)



**WITH PENCIL AND COMPASS: STUDENT** in the Drafting Class at the Moose National Training School and Home. (Times Wide World Photos.)

It is spread over 1,023 acres of ground, Mooseheart's "City of Childhood," at Mooseheart, thirty-seven miles west of Chicago, Ill. And this is where the morals and background of 1,300 of this country's future citizens are being formed. The buildings in this city, which is a large town of granite-faced concrete with red-tiled roofs, are set in wide green lawns with winding roadways, and flower beds and trees, and include a schoolhouse, cottages for mothers and children, department stores, where the young inhabitants go down to choose their own clothing, a large dairy farm, and the Pennsylvania baby village on a miniature scale, built around a plaza with small lamp posts, and a small fountain. Fourteen acres are covered by a spring-fed lake, with Summer sports and Winter sports for all.

The Hon. James J. Davis, United States Secretary of Labor, who as a Welsh immigrant boy found himself in the steel mills in Pittsburgh at the age of 11, meaning that other children should not be handicapped for lack of a trade, founded Mooseheart with the motto: "Every child is entitled to a high school education and a trade." And besides the academic and commercial training, there is the additional training of the morals, and the incentive of plenty of

sports. And the proof of the venture is that as yet, in its thirteenth year of the record of the school, there have been no failures among the graduates, and no one of them has been in the courts.

No age is too young to admit the children of the deceased members of the Loyal Order of the Moose; and while they are cared for by their mothers, the mothers receive a salary for it until the children are 2, old enough to enter the baby village, and the mother to receive a salary for other work. Eighteen is the graduating age from Mooseheart with well-paying trade.

Secretary Davis, in discussing this unique place, does not speak of himself, but likes to point out successful graduates, with their history, and how they happened to come, which in many cases happened when a Moose receipt was found after the father's decease. And, according to Secretary Davis: "No organization can succeed in America today unless it renders service; no organization which is built on hate can succeed. They may seem to, but it is only temporary. And there must be tolerance; tolerance is necessary above all else."

The atmosphere of Mooseheart typifies both service and tolerance. And it includes families of every creed, sect and religion, as well as various nationali-

ties, and religious and political discussions are not encouraged.

Secretary Davis, who has at heart the conservation of childhood, says of those who further it: "No man ever stood so tall or so straight as when he stooped over to lift up a child." Four cents a week of each member dues—and there are now close to 800,000 Moose, although there were only 247 when Secretary Davis became the head—goes toward the support of the child city, worth some eleven million dollars at the present date.

The boy's day is divided into three parts: one for study, another to learn his vocation and another for play. How do the boys know which vocation to choose? This difficult problem is decided by the boys themselves, who spend three months during a pre-vocational period trying each of the trades or vocations, sheet metal trade, cement work, agriculture, etc., of which there are fifteen of the most useful, before giving his full time to it.

The sports' program of the Mooseheart boy includes track, baseball, football—and no youngster considers himself too small to aspire to football—canoeing, skating, sliding and Winter sports, and every boy learns to swim.





E. Haldeman-Julius  
The Editor of "The Key to Culture"  
at work in his study

## Something new in THRILLERS!

THE facts of our world, as known by modern science, history and philosophy are the most thrilling things you can imagine! Joseph McCabe is writing thrillers of this kind and I am publishing them in a series known as "The Key to Culture"—all essential knowledge told in a story as complete as though it were all in the covers of one book. Did I say thrillers? There is not a dull line anywhere—Joseph McCabe writes with a zest that is as invigorating as it is compelling, and with a vivid sense of the picturesque that is nothing short of astonishing. When one reader wrote me that Joseph McCabe is making "dry science read like a Nick Carter novel," I assure you he did not exaggerate.

As another reader expressed it: "Here is culture with a 'kick' in it!" Knowledge is fascinating—absorbingly interesting—if its glamor is kept by a writer who has what I may call a sympathetic imagination. Joseph McCabe is this kind of a writer, and he is qualified to summarize the essentials of all knowledge because of his many years of research in all fields of science, art, literature, etc. He knows what he is talking about, and he is the man in a million to find the dramatic in cold facts and keep and sustain a definite suspense that is the secret of being interesting as well as informative.

"The Key to Culture" is to be a series of which 40 numbers have already been planned. It is at present being issued periodically—two numbers every month—and a year consists of 24 such issues, averaging 30,000 words each—all of them making a story that is continuous, and yet each number is complete in itself. These summaries of knowledge are by no means clipped down until there is nothing left—on the contrary, each phase of knowledge is presented with a remarkable imagination, so that none of it is dead weight of knowledge, but every page is luminous and thrilling, and full of human meaning.

In "The Key to Culture" Joseph McCabe is "not arguing but simply telling you." He tells you exactly what is known about life, in all the branches of knowledge, and he explains the HOW and the WHY of this knowledge—the methods used, the steps taken, in acquiring it—and finally, what it means to human life.

Really, Joseph McCabe is a great teacher. I have no hesitation in declaring that readers of "The Key to Culture" will end the series of 40 numbers with a wider, deeper, and more intelligently appreciated culture than that which is possessed by the majority of students at the end of four years in an average university. And in this series education is a growing delight and in no sense a task. The readers wait impatiently for each number as they would for installments of some popular mystery-story thriller.

Joseph McCabe has the magic touch—he is inspired by the desire to communicate to the average reader the same keen interest that he himself has in what he is writing, and at the same time to LIGHT UP, vivify and animate this knowledge for everyone. No novelist was ever more truly absorbed in unfolding a plot than is Joseph McCabe in unrolling this panorama of all knowledge.

There are thousands of people who feel a lack or incompleteness of learning—who wish they could have a broad, coherent understanding of the cumulative results of modern culture—but who are dismayed by the complexity and strangeness of it all. They do not know how to begin or where to look for a dependable and satisfactory guide.

These people can no longer have any excuse for not satisfying this natural desire to become well-informed. Every man really wants to fill in the gaps in his knowledge. Everyone today wants to be broadened by an understanding of all phases of knowledge, if for no other reason than to make his world intelligible to himself. That is what "The Key to Culture" is for—it is for YOU, whether you are a college graduate or not, whether you are yourself a specialist in some subject, whether you are one of those who have not had the benefit of a formal education. There is food here for everybody—"The Key to Culture" puts all knowledge in perspective, relating every subject to every other, and thereby lives up to its name, for it shows the kinship of all human knowledge which is the real key to general culture.

*E. Haldeman-Julius*

# The continuous story of knowledge everyone

- Are YOU well-informed?
- Have you a truly liberal education?
- Do you know Literature, but "nothing at all about Art or Music"?
- Have you always found Science "dry"?
- Are there "gaps" in your knowledge?
- Are you often at a loss in enlightened conversation?

## "THE KEY TO CULTURE" IS EXPRESSLY FOR YOU!

NEVER before has the complete story of all knowledge been told in one continuous narrative—all technical terms eliminated save those that are absolutely essential, and those fully explained—and that is what makes "The Key to Culture" a unique publishing enterprise. But more important than all, these books are not textbooks, and they are not merely for the uneducated. "The Key to Culture" surveys the entire panorama of knowledge—from the foundations of the universe (atoms to gasoline engines and telephones) to history, literature, art, philosophy, morality, and so on—it is the epic of human discovery and learning, told vividly and understandably. Readers of "The Key to Culture" range all the way from working men and women, and high school boys and girls, to college students and doctors, lawyers, scientists, etc. "The Key to Culture" is presenting, in short, *all the knowledge everyone should have as a basis for genuine culture in these busy modern times of ours.*

Not only does "The Key to Culture" tell the story of human knowledge. It does something far more important than that. It relates every phase of knowledge to every other phase—shows how an understanding of atoms makes your automobile engine no longer a mystery, and how a knowledge of stars and astronomy gives you an inkling of the nature of our own earth and the life upon it. In other words, "The Key to Culture"—in a series of forty numbers—will give you an understanding of the inter-related mass of modern knowledge, and with that understanding you will get the perspective that is the essence of any true culture.

## Learn as you read...

UNDOUBTEDLY the most fascinating way to learn is by reading something absorbing—something interesting—something which carries you along as surely as the most entrancing story, something which makes you concentrate automatically because you cannot help letting yourself be swept along in the swift current of the writer's thought. That is the way you learn when you read "The Key to Culture." Just take each issue as it comes to you—each number containing about 30,000 words in clear readable type—and read it as you would a magazine article or story. Joseph McCabe, with his easily flowing style and sense of the picturesque, does the rest. You have only to start reading "The Key to Culture" and you will find yourself with the delicious feeling of being unable to lay it down! Learn as you read is after all the motto of "The Key to Culture"—if the gist of the matter can be put that way. It is a narrative—the story—of all the knowledge everyone should have to be well-informed. And it is readable because it is not pedantic or academic. There is nothing of the atmosphere of the classroom—nothing of the forbidding character of a textbook. "The Key to Culture" is vivid—picturesque—vital—lucid.

## All that is interesting in MODERN CULTURE

WHEN Joseph McCabe expressed what he was going to do in preparing this series known as "The Key to Culture," he said that his aim would be to present a complete narrative of "all that is interesting in modern culture." He is doing that very thing, right now—four numbers of this enterprise are ready to be mailed. You can read a complete description of them at the right.

Of course, that is not all that Joseph McCabe said. He is far too interested in his work to confine himself to so few words. Briefly, his hints of what he is now doing were these: "A cream-of-culture series in periodical form... an organic plan conceived on strictly educational, not academic, lines... really one work... simplicity and lucidity above all things, in the language of the fireside... not simply elementary facts, but the most important truths and theories, right up to date... simple explanations of how we know these things... attractiveness, picturesqueness... a summary of all that is interesting in modern culture."

"The Key to Culture" is now being published periodically—two issues of 30,000 words each every month. It costs \$5 (\$6 Canadian and foreign) for a year of 24 issues if paid up in advance—or you can, if you prefer, pay \$1 down (and immediately receive the four issues now ready) and \$1 per month until \$6 in all (\$7 Canadian and foreign) has been paid. See the special blank at the right.

Below is what this new cultural series is now planned to contain when finally complete:

### Word Count at Least

# 1,200,000

### Read This List

A Complete Summary of the First 40 Numbers of "The Key to Culture"—At Least 30,000 Words Each Issue!

1. The Foundations of the Universe.
2. How the Universe is Constructed.
3. The Globe on Which We Live.
4. How Life Sprang from Matter.
5. How Life Developed from the Simple to the Complex.
6. The Marvelous Kingdom of Plant Life.
7. The Marvelous Kingdom of Animal Life.
8. How the Bodies of Animals Are Constructed.
9. Man's Mastery of Life.
10. The Story of the Evolution of Man.
11. Life Among the Many Peoples of the Earth.
12. The Human Body and How It Works.
13. How the Human Body Begins and Grows.
14. The Myriad-Mysteries of the Mind.
15. The Beginning of Man's Story of Himself.
16. The Wonders of Ancient Egypt and Babylon.
17. Splendors of Greece and Rome.
18. The Strange Civilization of China and India.
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20. The Stirring Story of the Rise of Modern Europe.
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39. All About Psycho-Analysis and Applied Psychology.
40. Important Facts About the Progress of Science.

Haldeman-Julius Publications, Dept. S-160, Girard, Kansas.



# History of all the anyone should have!

## UNDERSTAND YOUR WORLD

by means of

### "THE KEY TO CULTURE"

A complete and continuous story of  
all human knowledge

**U**NDERSTAND your world! That is the clarion call of the civilization in which we live. If you can but understand the world—this vast universe of ours—you will find life ever so much more thrilling. Everything will take on new glamor. Zest will be added to every commonplace day—verve will be given to every monotonous hour. Subscribe for "The Key to Culture" and learn as you read—learn to understand the teeming life all about you.

As Joseph McCabe, the author, himself says in this matter of understanding your world: "I have just spent a short vacation at a lovely part of the coast where a rich countryside, teeming with land life, flows down over crumbling cliffs to meet the life of the sea. I lay for hours on the sunny cliff or in the shaded woods, or wandered with the children amongst the pools at low tide, and I found every detail intelligible and interesting in the light of the truths I have already given in the first numbers of 'The Key to Culture.' The soil and the rocks beneath it, the contour of the coast and the life of the invading sea, the flood of sunshine and the shower of rain, the seamed face of the cliff and the glacier-scooped valleys over which I gazed, the surge of green life and vivid flowers from the brown earth, the furry rabbits and timid field mice which nibbled at my feet, the beetles and spiders and worms, shrimps and crabs and fishes, birds and bees and butterflies—all these were to me consistent parts of a fascinating story, and I trust that I am so conveying it to my readers."

### One reader says:

**"Joseph McCabe makes dry science  
read like a Nick Carter novel!"**

**T**HAT Joseph McCabe is succeeding in "putting across" his series known as "The Key to Culture" cannot be doubted when the opinions of enthusiastic readers are considered. One man, a physician, is so pleased that he expresses himself by saying that "Joseph McCabe makes dry science read like a Nick Carter novel!" Think of it! These narratives of fact are truly something new in thrillers.

One of the finest bits of praise comes from Mr. M. Lincoln Schuster, New York publisher. Mr. Schuster writes: "Please accept our most hearty congratulations on this illustrious pioneering in the humanizing of knowledge." That, in fact, is what "The Key to Culture" is chiefly trying to do—to humanize knowledge.

Other comments from readers are:

"The Key to Culture" is remarkably lucid and entertaining.—V. G. Cooper, Bluestone, Ky.

"I am delighted."—A. J. Martin, Canal Zone.

"Am particularly pleased with the largeness of the type—it's easy to read. More power to you and McCabe."—C. F. Moor, Davis, W. Va.

"I am enjoying what certainly is the real 'Key to Culture.'"—J. R. Robertson, Manitoba, Canada.

"I greatly admire Joseph McCabe's writings. I heard him give a series of lectures in London. 'The Key to Culture' is fine."—M. E. Boyd, Hudson, Ohio.

"I find 'The Key to Culture' the most fascinating and interesting story of the universe it has ever been my good fortune to read."—T. B. Gregory, Scotia, Calif.

"I don't want to miss a copy . . . the most interesting and instructive movement of modern times."—J. Elliott, Granada, Colo.

"I am very proud to be a student under so able and learned a teacher as Joseph McCabe."—E. Schaaf, Chicago.

"I find McCabe is up to the mark in every subject he has taken in hand."—J. E. Robinson, Ontario, Canada.

"They ought to be a great help to my girls in their school work."—I. K. Droun, Sioux City, Iowa.

"The work you are doing is good and needed."—J. C. Davis, N. Y. C.

### The first 4 numbers contain . . .

**E**ACH subscription to "The Key to Culture" is now started with the first four issues, which are now ready. Due to the very nature of this periodical—which is one continuous story—it is necessary to begin with the first number and go straight through to the end. You may either send \$5 (\$6 Canadian and foreign), payment in full for a year's subscription of 24 issues of "The Key to Culture," which you will receive at the rate of two each month, as they appear—or you may, if you prefer, send only \$1 now and promise to pay \$1 each month thereafter until \$6 in all (\$7 Canadian and foreign) has been paid. By paying in full, in advance, you save \$1.

Following is a brief summary of the contents of the first four issues of "The Key to Culture," now ready, which you will receive immediately by using the blank at the right:

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(4) The Stars as Suns; (5) The Birth of a Star; (6) The Life and Death of a Star; (7) The Origin of Planets; (8) Moons; (9) Shooting Stars and Comets; (10) Is the Universe Infinite and Eternal?

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Joseph McCabe

A striking camera study of the author of  
"The Key to Culture"

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People want knowledge, not merely because they have live minds, but because it makes them more alert and intelligent citizens of this modern world of engineering marvels, of wireless and moving pictures and automobiles and thousands of things which have their roots in science. Forty volumes will give, attractively, not merely an outline, but the essentials, the vitals, of all the wonderful modern knowledge of ours.

*Joseph McCabe*

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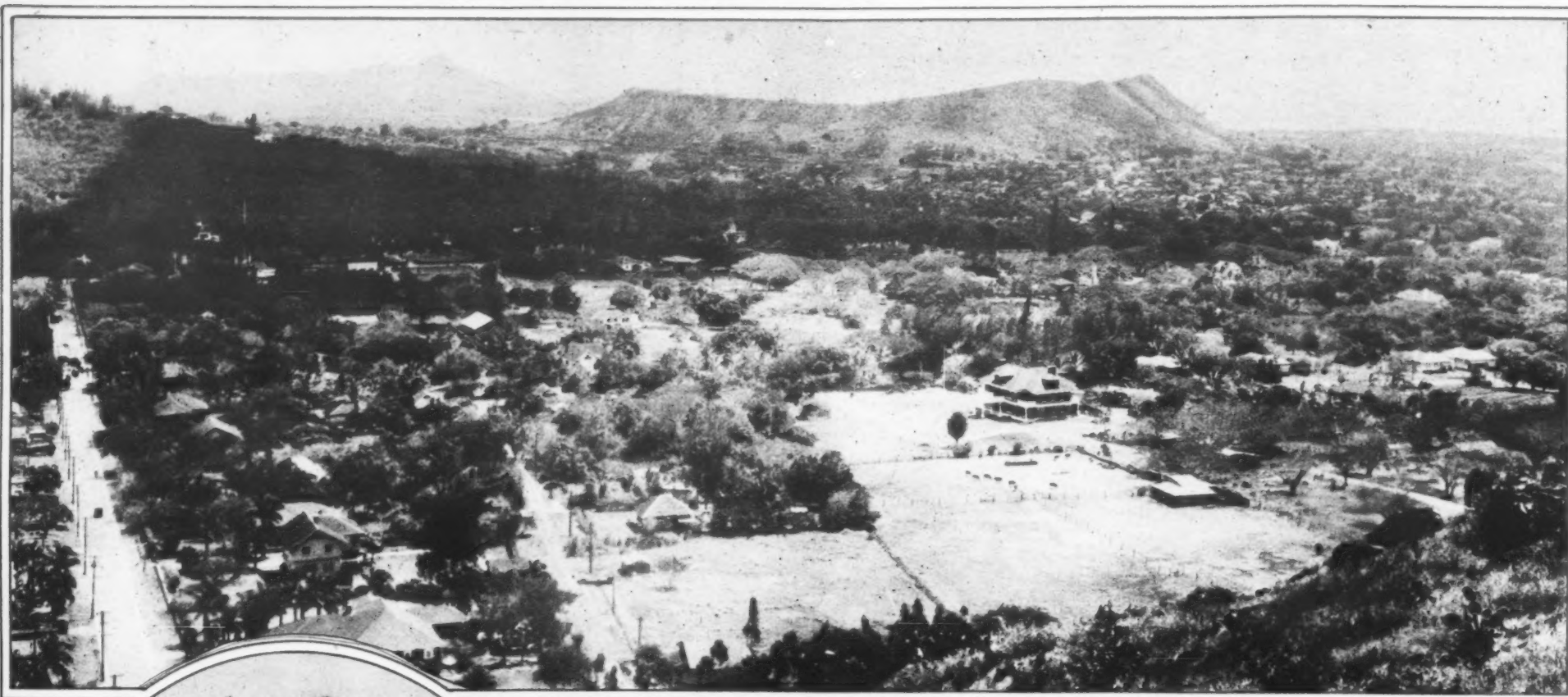
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# RUGGED AND PLACID FEATURES OF "PARADISE OF THE PACIFIC"



THE HEIGHTS THAT OVERLOOK HONOLULU: THE PUNCH BOWL in the Center and Diamond Head in the Distance, Both Extinct Craters, Later Used as Fortresses.  
(Photos Courtesy Canadian Pacific Steamships.)



A TEST OF EQUILIBRIUM: SURFBOARDING in the Breakers Off the Hawaiian Islands.



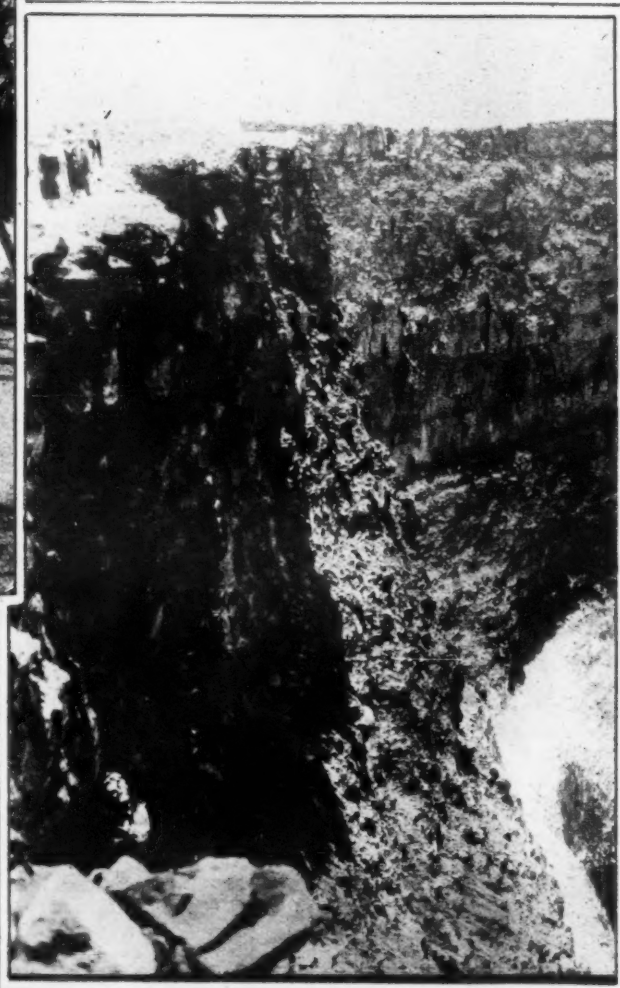
A LITTLE GLIMPSE OF EDEN: PEACEFUL COVE on the Shores of the Island of Hawaii, Eight Miles from Hilo, Its Harbor.



WHERE THE SURF BREAKS IN MUSIC: WAIKIKI BEACH, a Favorite Bathing Place for the People of Honolulu.



"THE HOUSE OF EVER-LASTING FIRE:" WALL OF HALEMAUMAU, Part of the Volcano Kilauea, the Largest Lake of Fire in the World.



By Ethel C. McDonald

STRANGE are the ways of men, but the ways of Nature are even more so. Ages ago fifteen volcanoes in the Pacific Ocean belched forth their rock and steam and flames and molten lava like live monsters from the bowels of the earth, where Vulcan may have reigned. A canopy of smoke hung high in the heavens by day, and at night the sky was shot with tongues of flame—a wilderness which no man dare approach. Today these volcanoes rest after their labors in the tranquil beauty of the tropic sea. Their mountain sides are verdure clad and volcanic coves embrace the palms close to the water's edge.

Volcanoes include many of the most conspicuous and lofty mountain peaks of the earth. Mauna Loa, in this Hawaiian group, is the largest volcano in the world, measuring at sea level about 75 miles from north to south and 50 miles east to west, and rises to 13,671 feet. Mt. Shasta in California is 14,380 feet and Rainier in Washington is 14,363 feet. These are either dormant or extinct. The character of volcanic eruptions varies from the quiet outpouring of fluid lava, as in Hawaii, to violent explosions.

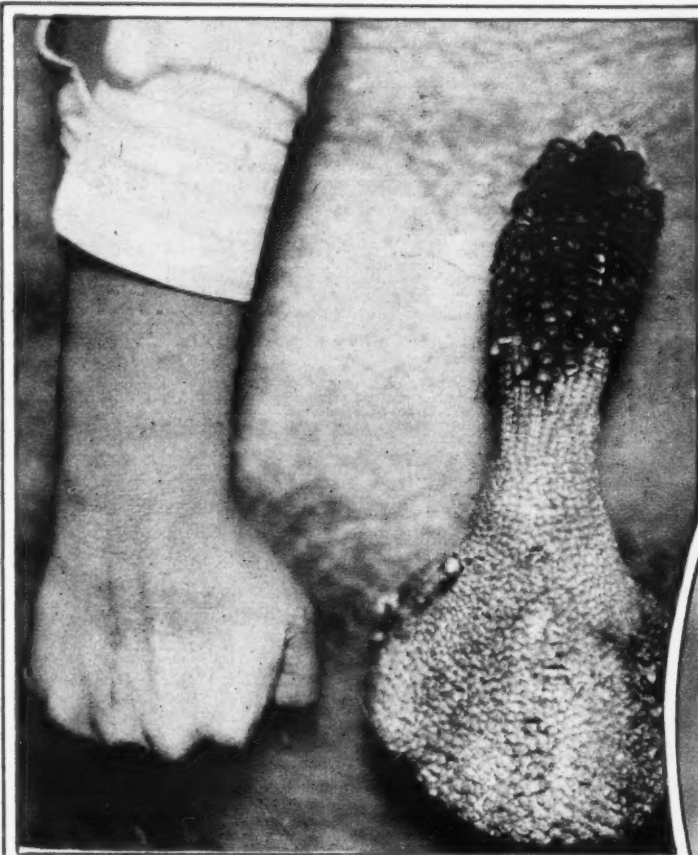
Eight of the Hawaiian, or Sandwich Islands, named in honor of the Earl of Sandwich by Captain James Cook, who discovered them in 1778, are inhabited; the uninhabited ones are mere

rocks or reefs. Their history prior to this date is obscure. Their discovery in the sixteenth century, in 1542 or 1555, by Juan Gaetan, however, seems probable.

Hawaii Island, from which the group and later the Territory was named, has the shape of a rude triangle with sides of ninety miles, seventy-five miles and sixty-five miles. Its coast, unlike that of the other islands of the archipelago, has few coral reefs. Its surface consists mainly of the gentle slopes of five volcanic mountains which have encroached much upon one another by their eruptions. Honolulu, the capital, is about 100 miles northwest of the middle of the inhabited group. The total area of these islands is 6,651 square miles. Though there is snow on the higher peaks most of the time the climate is never too hot and is most healthful; the mean annual temperature is about 73° F.—68° during the night and 80° during the day.

Passengers on the round-the-world cruise, sailing on the Empress of Australia from New York Dec. 2, will steam from Honolulu to Hilo, the port from which an easy ascent can be made to the crater of the still active volcano Kilauea, the largest lake of fire in the world. The road from Hilo to the crater is of tropical beauty, flanked with titanic ferns and rich profusion of exotic flowers. The pit is three miles across. In the intervals between eruptions the lava floor of the crater carries luxuriant vegetation.





"JACK DEMPSEY'S WALLOP": A FREAK EAR OF CORN, Which Was Grown by Walter Nieder of Lone Star, Kan., and Compared to a Horse's Hoof, Until Its Owner Christened It for the ex-Champion.  
(Times Wide World Photos.)

THE DELEGATES TO THE RADIOTELEGRAPH COUNCIL. IN WASHINGTON: PRESIDENT AND MRS. COOLIDGE Receive the Visitors to the Meetings on the Lawn of the White House. At the Left Is Jose Sastro y De Alba, of Spain; at the Right Is Aly Ibrahim, From Egypt.

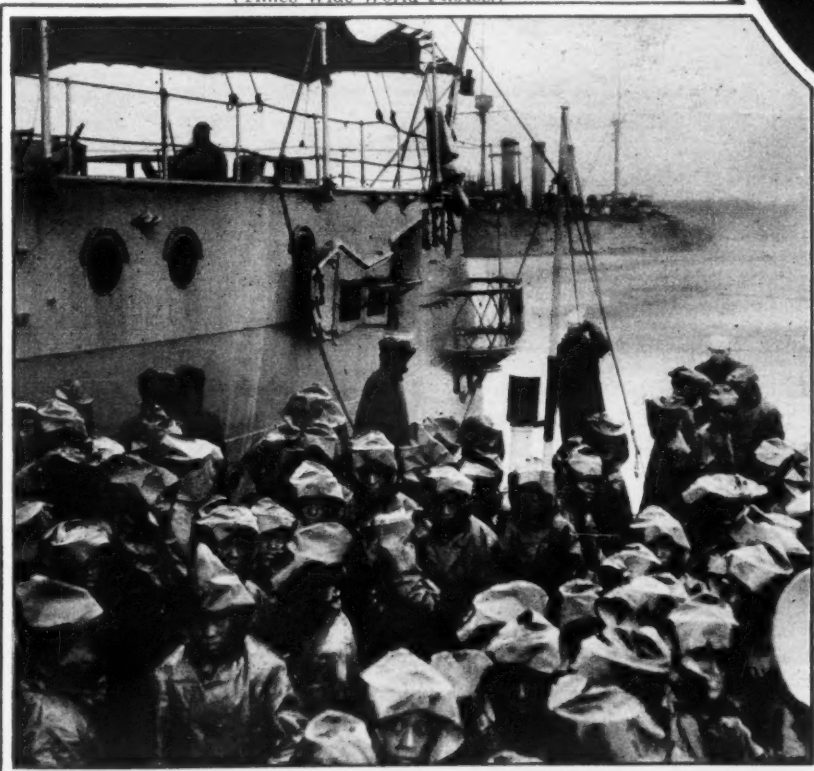
(© Harris & Ewing, From Times Wide World Photos.)



THE "AM-BASSADOR FROM CHINA": MISS MAIMIE SZE, Daughter of the Chinese Minister to Washington, Who Is a Member of the Freshman Class at Wellesley College.  
(Times Wide World Photos.)



THE HOST AND HOSTESS AND TWO OF THE GUESTS: THE VICE PRESIDENT AND MRS. DAWES at the Party Which They Recently Gave for 100 Children From the Chicago Hospital at Their Home at Evanston, Ill.  
(Times Wide World Photos.)



OFF TO THE FIRST FOOTBALL GAME THEY EVER SAW: JAPANESE CADETS From the Asama, One of the Cruisers Which Is Now in American Waters, Bound for the Game Between Annapolis and Drake.  
(Times Wide World Photos.)



A MOTION PICTURE STAR'S LUNCH PARTY: SULTAN, a Large Orang-Outang, Which Learned the Arts of Civilization on a Rubber Plantation in Sumatra, and Now Is Beginning Its Career at Hollywood, With Charley, His Friend.  
(Times Wide World Photos.)

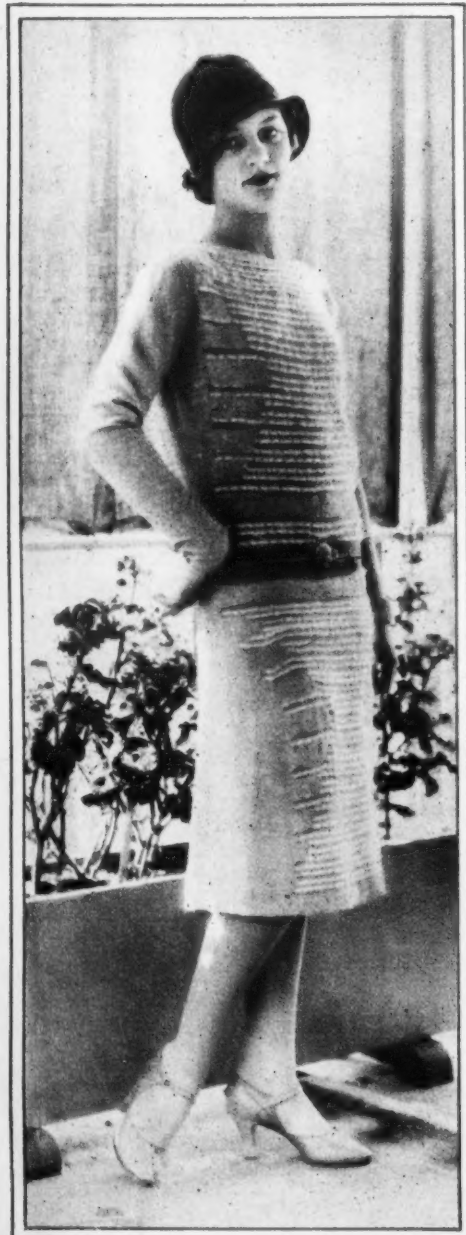


# PARIS CREATES NEW MODES BEDECKED WITH MODERN RIBBONS

Selected by M. Thérèse Bonney, Paris  
Fashion Editor



A NEW FELT HELMET FROM AGNES  
Features Back Brim of Black Satin Ribbon to  
Hide the "Garçonne Bob."



"SOLEIL  
COUCH-  
ANT."  
in Which  
Myrbor  
Achieves a  
Modernistic  
Pattern  
With Insets  
of Bright  
Silk Ribbon  
on Plum  
Crêpe de  
Chine.



TALBOT IS SPONSOR  
for an Arab Evening Wrap in Gold Lamé on  
Black and White Velvet Ground. The Striking  
Hood Is Tied With Black Ribbon.

JENNY  
GIRDLES  
THIS  
DINNER  
FROCK  
of Black  
Velvet and  
Gold and  
Silver Lace  
With Nar-  
row Black  
Velvet Rib-  
bon, Tied in  
Old-Fash-  
ioned Clus-  
ter at the  
Side.  
(Photos  
Bonney,  
From Times  
Wide  
World.)



"TOUTES LES FLEURS,"  
Created by Chantal in Deep Cycla-  
men and White Mousseline de Soie,  
Embroidered in Gray Wool Flow-  
ers and Featuring New Double  
Ribbon Belt.

Rue de la Paix, Paris, Oct. 12, 1927.

PARIS appears for the new season bedecked with modern ribbons, proving that all life moves in cycles and that we are reverting to a taste for the ribbon bows and trimming such as our forefathers loved. Not that the new ribbons are old-fashioned—any more than the frocks and hats they trim resemble the crinolines and bonnets of the older days—they are, on the contrary, smart, sophisticated and "modern" to the last degree and have proven that they deserve a better fate than to be relegated to the fashions of children and débutantes, as in the past several years.

In sports and evening wear, street and afternoon types, the ribbon has proved its "modernism." A smart frock created by Jenny, in natural kasha with inset strips of angora wool jersey, features a tailored belt of green grosgrain, with two-tone rose stripe, fastening with rose and jade buckle. A dinner frock from the same collection in black velvet with skirt of gold and silver lace

offers narrow black velvet ribbon which ties at the side in an old-fashioned cluster. A charming frock from Chantal "Toutes les fleurs" combines deep cyclamen and white mousseline de soie with gay wool embroidery and double ribbon belt repeating the two tones. For afternoon Myrbor is showing a plum-colored crêpe de chine, "Soleil Couchant."

And now the milliners of Paris have adopted ribbon as an integral part of their hat creations for Fall and Winter. The latest Agnes helmet gives black satin ribbon in looped effect as much importance in the fundamental development of the design as the felt itself.

And so, while the fashions of Paris still reflect the simplicity which modern life demands, there has crept into them of late a new spirit of femininity, as if women, satiated with the tailored severity of post-war styles, at heart still craved the fluttering bows and streamers of a more fragile day, and the couturiers of Paris had dealt with this returning mood in their creations of the new year.

M. T. B.

"PETIT MOUSSE,"

a Jenny Sports Frock With Inset  
Strips of Angora Wool Jersey, and  
Smart Green and Rose Grosgrain  
Belt.



# Dainty Footwear to Be Worn With Fall Costumes



THIS  
SMART PAIR  
OF BLACK KID PUMPS  
Suitable for Daytime Wear Has Trimming  
of Narrow Piping of a Different Color.  
(White Studio.)



CHARMING EVENING  
SLIPPERS OF BLACK  
SATIN  
With Fancy Scal-  
loped Finish and  
Unusual Strap  
Arrangement  
In Gold Kid.  
(Don  
Diego.)



SHOES OF SILVER METAL  
Shot With Mauve Tints and Finished With  
Gold Kid Straps, to Be Worn With the  
Most Formal Evening Dress.  
(Joel Feder.)



FOR AN  
AFTERNOON  
STROLL  
The Smart  
Young Woman  
Wears These  
Shoes of  
Navy Blue  
Kid  
Trimmed  
With Bands  
and  
Straps of  
Gray  
Lizard.  
(Joel Feder.)



VERY  
FLAT-  
TERING  
IS THE NEW  
ADAPTATION  
of the  
Colonial Pump,  
Made in  
Black or Brown  
Suede and  
Trimmed  
With Tiny  
Strap  
and  
Button.  
(Joel Feder.)



TINY MIRRORS ARE SEWN  
By Hand on These Slippers With Smaller Mirrors  
at the Toe Parts and on the Straps.  
(Joel Feder.)



BROWN KID PUMPS  
With Straps and Heels of Beige Lizard to Be Worn With Any of the New  
Fall Frocks in Harmonizing Colors.  
(White Studio.)

Information as to Where the Articles Shown on This Page May Be Purchased Will, on Request, Be Furnished by the Fashion Editor,  
Mid-Week Pictorial, 229 West Forty-third Street, New York, N. Y.



## Players Featured in Fall Broadway Productions



GEMMA FAGAN,  
in "And So to  
Bed," at the Com-  
edy Theatre.

(New York  
Times Studios.)



"AN EIGHTEENTH CENTURY FAN,"  
One of the Scenes From Balieff's "Chauve-Souris,"  
Which Returns to New York at the Cosmopolitan  
Theatre.



EVA LE GAL-  
LIENNE,  
Opening Her Sea-  
son This Week  
in "The Good  
Hope," at the  
Civic Reper-  
tory  
Theatre.  
(Nicholas  
Haz.)



ANGNA  
ENTERS,  
Dancer and  
Mime Will  
Give the  
First Pro-  
gram of Her  
"Episodes  
Compositions in  
Dance Form," at  
the Plymouth The-  
atre, Oct. 30.  
(New York Times Studios.)

### BEHIND THE FOOTLIGHTS



ONA MUNSON.  
(White Studio.)

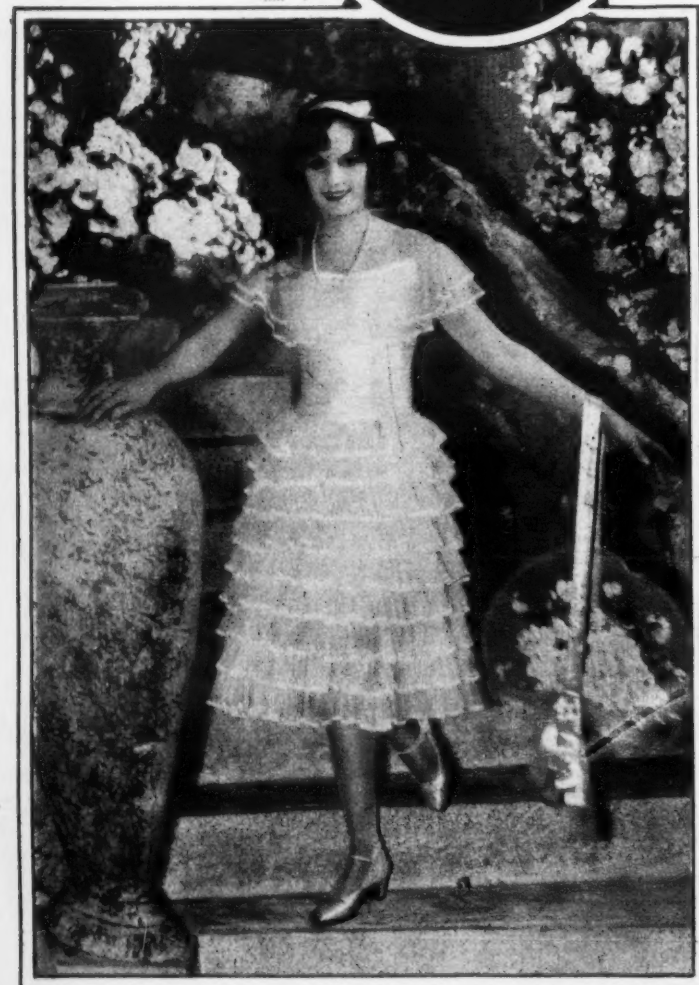
ONA MUNSON, unknown and un-heralded seven years ago when she came East from California to seek a stage career, but blessed with youth, beauty, talent and personality, got her first job with George White in the first edition of the now famous "Scandals" as a specialty dancer. To-day she has come back under the George White banner as one of the featured players with Ed Wynn in "Manhattan Mary," the new musical comedy success at the Apollo Theatre.

Miss Munson was born in Portland, Ore., but left the Northwest country at the age of 14 to study dancing in the East. She enrolled with Tarasoff in New York, where Gus Edwards saw her. He signed her immediately for one of his innumerable song revues, and soon she was touring the first-rank vaudeville circuits. George White, in search of a beautiful dancer for his first "Scandals," was told to see her work. Thus, when the curtain rose on his first musical extravaganza, Ona Munson was the specialty dancer. Patrons of vaudeville next saw her teamed with Charley King. They came to admire her even more as star of "The Manly Revue," a miniature musical comedy in which she surrounded herself with eight boys.

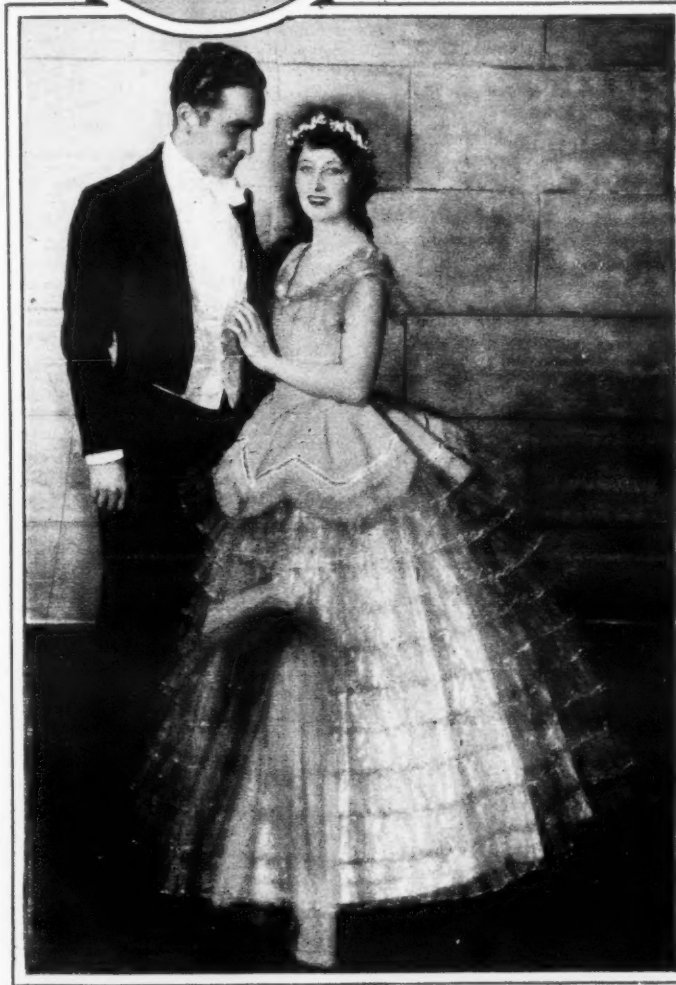
Upon her return from Europe, where she had gone for a well-earned vacation, she joined the Philadelphia company of "No, No, Nanette," assaying the leading rôle with such success that she played there seven months.



GENEVIEVE  
TOBIN,  
in "Murray  
Hill," at the Bijou  
Theatre.  
(Florence Vandamm.)



POLLY WALKER,  
in "The Merry Malones," at Erlanger's Theatre.  
(White Studio.)



JOSEPH SANTLEY AND IVY SAWYER,  
in a Scene From "Just Fancy," at the Casino Theatre.  
(White Studio.)

Questions of General Interest Regarding Plays and Players, Past and Present, Will Be Gladly Answered, Either in These Pages or by Mail, if Addressed to the Dramatic Editor, Mid-Week Pictorial, 229 West Forty-third Street, New York, N. Y.





THE OWNER OF THE NATION'S MOST

PERFECT  
BACK:  
VIRGINIA  
PARENT,

Who Was Given  
the Title at the  
Recent Chiro-  
practors' Con-  
vention in Los  
Angeles, as She  
Appeared at the  
"Frolic" at the  
Patio.

(Times Wide  
World Photos.)



MRS. MEDILL  
McCORMICK  
of Chicago and  
Member of the  
Republican

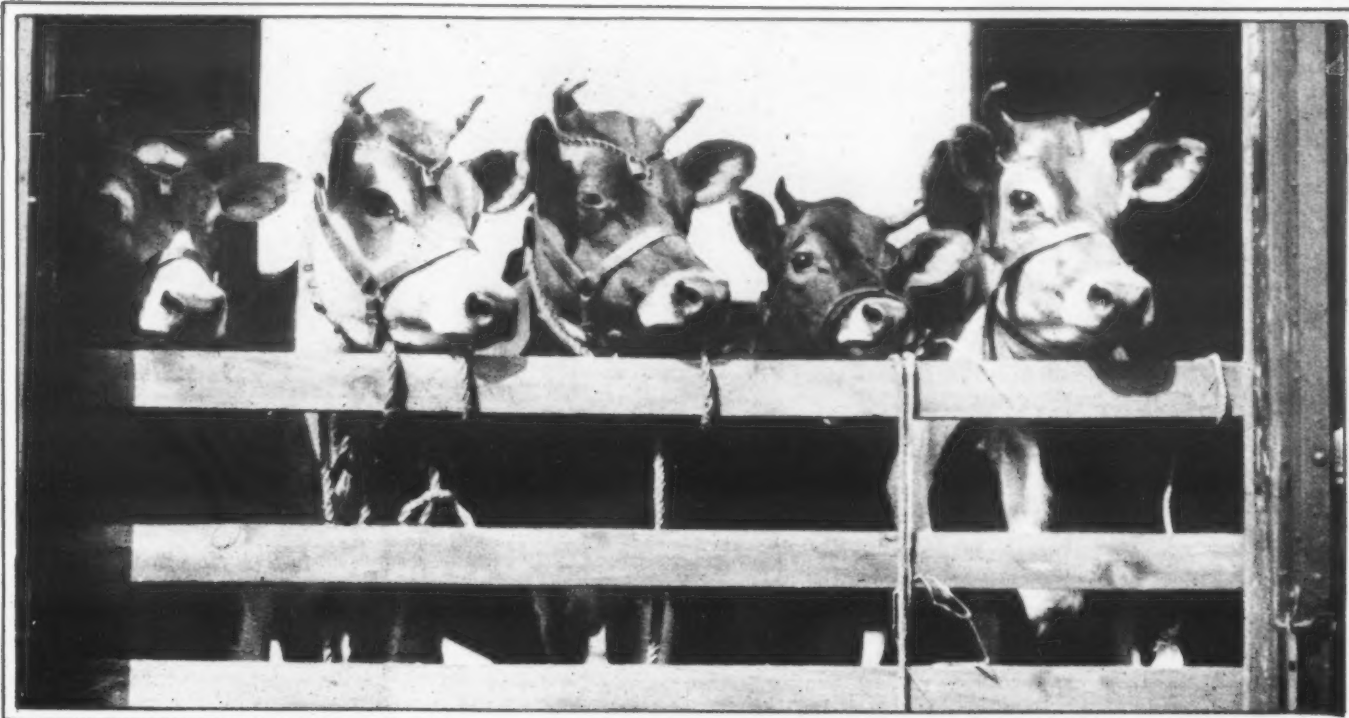
National Committee, Who Has Announced  
Her Candidacy for the United States Sen-  
ate From Illinois.

(© Harris & Ewing, From Times Wide World.)



THE YOUNGEST SON OF THE KING OF  
SWEDEN: PRINCE WILLIAM,  
Who Recently Returned to the United States  
to Deliver a Series of Lectures on His Big-  
Game Hunts in Africa, in His Suite of  
Rooms at the Waldorf-Astoria.

(Times Wide World Photos.)



REPRESENTATIVES OF SOME OF THE FINEST JERSEY FAMILIES: PART OF A SHIPMENT  
of Two Carloads of High Quality Registered Stock Which Was Presented by the Members of the American Jersey  
Cattle Club to the Farmers of Louisiana Whose Farms Were Inundated in the Great Floods of the Mississippi.  
(Times Wide World Photos.)

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A ROGUISH LITTLE RASCAL.

**Second Prize—Five Dollars**  
Won by E. J. Brown, 3,015 Coolidge Street, Los  
Angeles, Cal.



GOING TO THE PARTY.

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The photographs are judged on the basis of interest aroused by the picture and the technical quality of the photographic work itself. If return of picture is desired, postage should be enclosed. Contestants must not submit pictures taken by others, or any pictures the accidental loss of which, either in this office or in the mails, would mean a financial loss.



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CURIOSITY.

Three Dollars Awarded to Frank R. Fitch, 1,190 Collingwood Avenue, Detroit, Mich.



THE MONASTERY.

Three Dollars Awarded to Don Coleman, 669½ West Elm Street, Lima, Ohio.

ALL'S WELL WITH THE  
WORLD.  
Three Dollars Awarded to  
Edythe E. Pierce, 2,634 Re-  
gent Street, Berkeley, Cal.

"IT WON'T HURT YOU."  
Three Dollars Awarded to  
Mrs. W. Durrant, 810 West  
Fifth Street, Plainfield,  
N. J.



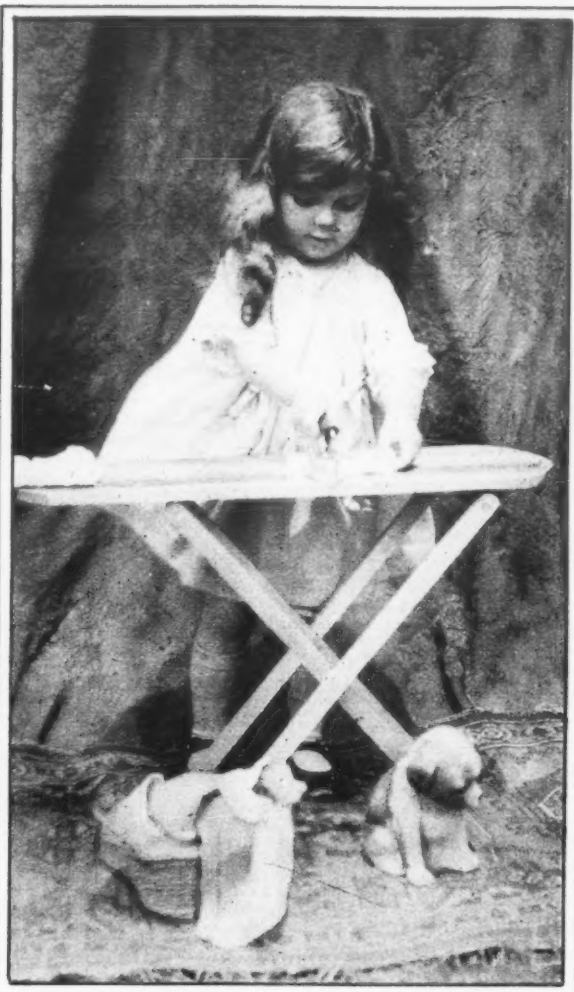
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# In the Weekly Camera Competition



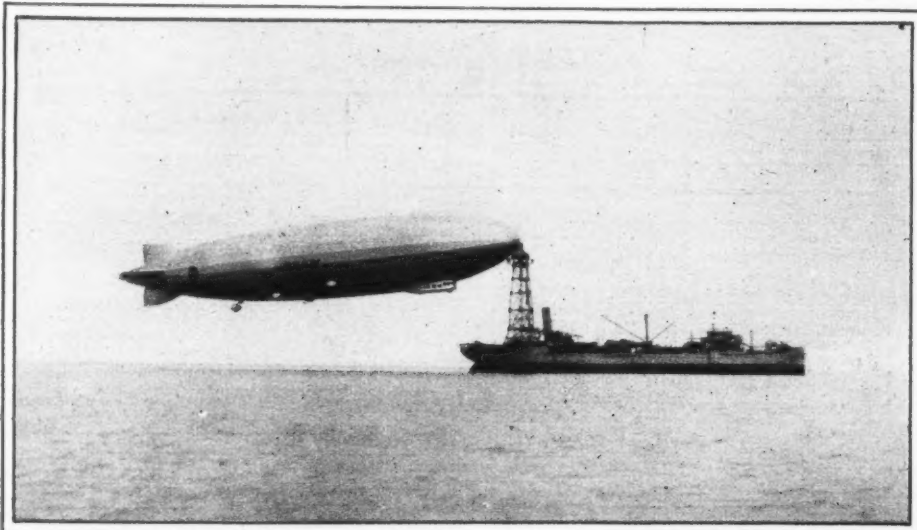
POSING FOR THE SCULPTOR.  
Three Dollars Awarded to E. J. Greenan, 30  
Highland Street, Pawtucket, R. I.



THE BUSY HOUSEWIFE.  
Three Dollars Awarded to Wil-  
liam D. Lieber, 321 Euclid Ave-  
nue, Bellevue, Ohio.



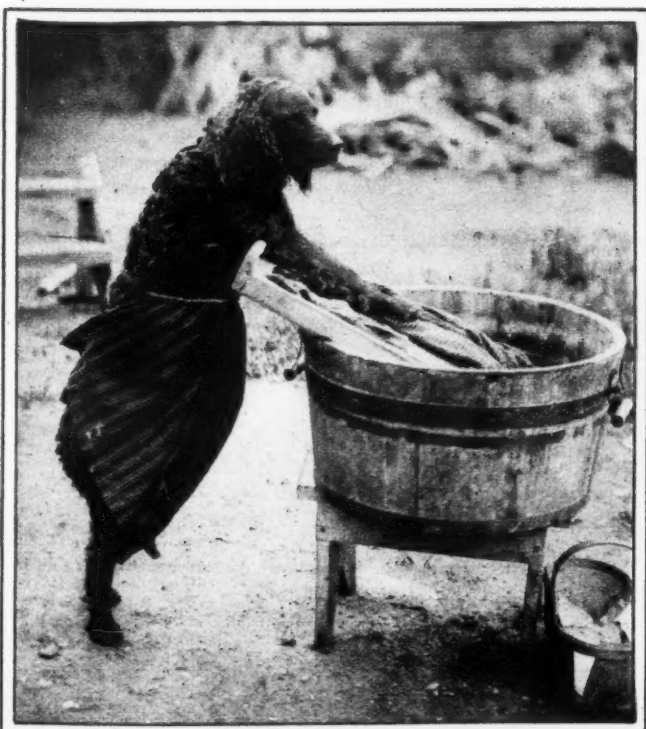
WONDERING IF IT'S COLD.  
Three Dollars Awarded to Mrs. A. A. Mc-  
Guire, 1,812 North Cedar Street, Spokane,  
Wash.



AT HER MOORINGS.  
Three Dollars Awarded to Miss Laura A.  
Cooke, 10 West Biddle Street, Baltimore, Md.



THE PLOWMAN.  
Three Dollars Awarded to Ernest W. Parker,  
Brockway R. R. 4, Harvey Station, York  
County, New Brunswick.



WASHDAY.  
Three Dollars Awarded to Nick Bruehl, Box 36,  
Sherwood, Wis.



A FURRY ARMFUL.  
Three Dollars Awarded to W. J. Keyes,  
6,310 South Campbell Avenue, Chicago,  
Ill.

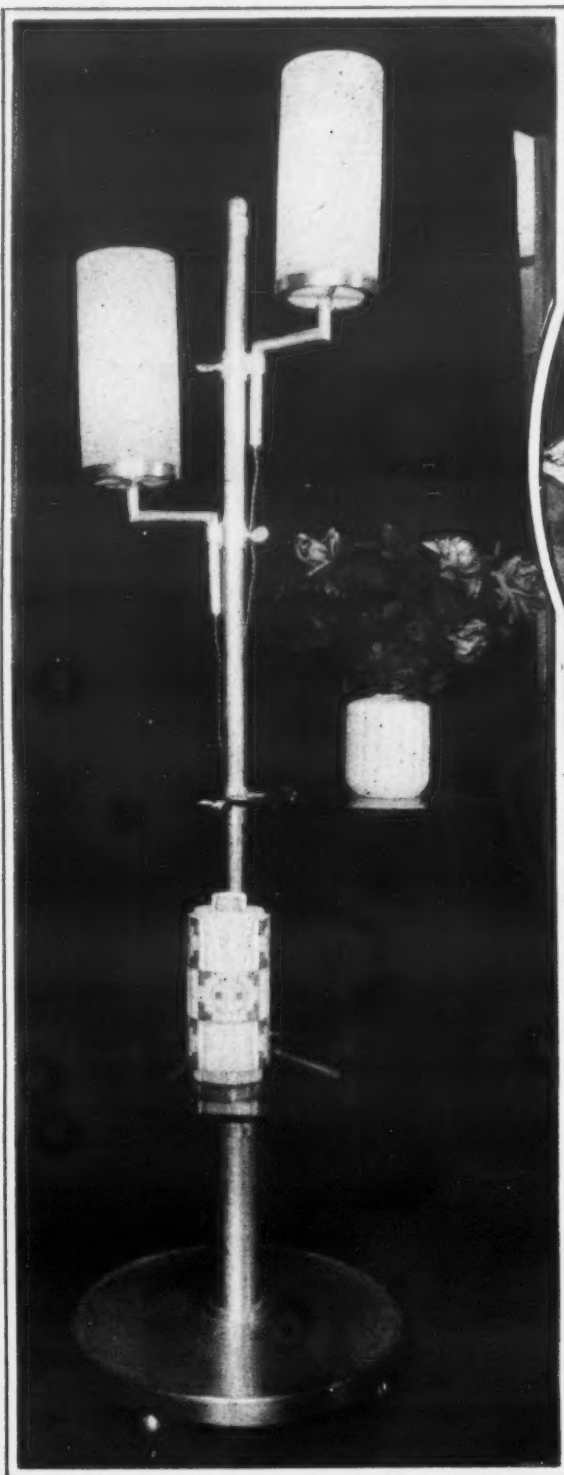


"LET IT RAIN."  
Three Dollars Awarded to Lillian Lee, 1,314  
North Wason Street, Streator, Ill.

Amateur Photographers Are Invited to Ask Questions About Their Work, and These Will Be Answered, Either in This Department or Through the  
Mails, by the Director of the New York Times Studios.



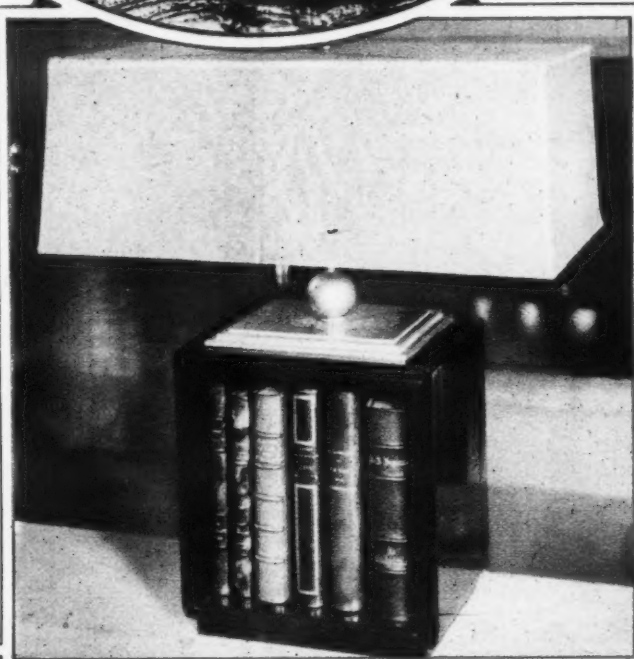
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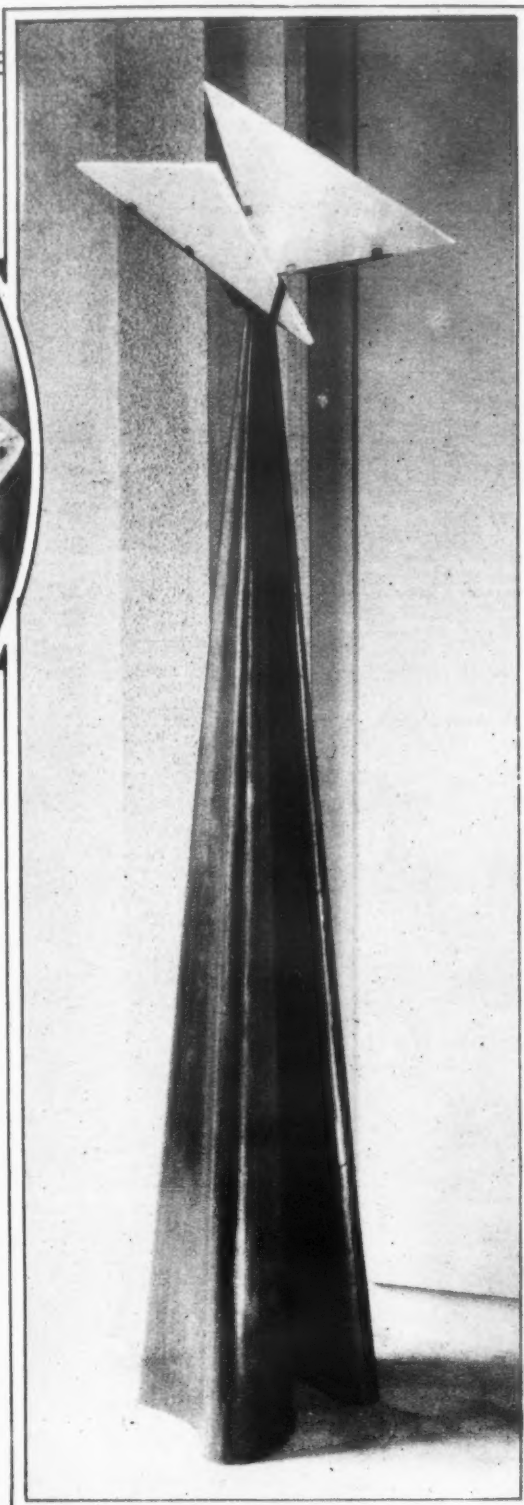


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Lighted in Green and Mounted on Ebony Socle Carved to Imitate Waves.



**COMBINATION LAMP AND BOOK-CASE,**

With Oblong Parchment Shade, Contributed by Bouchet to the Salon des Artistes Decorateurs, Where Modern Lighting Effects Prove to Be One of the Most Successful Developments of the New Movement in Interior Arts.



**AEROPLANE SHADE**

From Chareau, Latest in Floor Lamps Featuring Alabaster Plaques Mounted on Tapering Wrought-Iron Base.

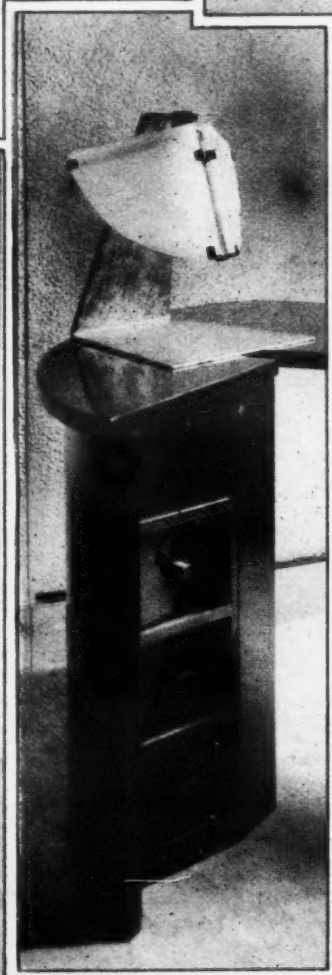
(Photos Bonney, From Times Wide World.)



**PLANES IN ALABASTER LIGHT**

for the New Library Table, by Chareau, the Leading Paris Ultra-Modern Interior Decorator.

Page Twenty-six



**ULTRA-MODERN CONCEPTION OF A DESK LAMP,**  
Created by Chareau in Silver Metal and Shade in Alabaster.

By M. Thérèse Bonney

**W**HEN French decorators revolted from the classic system of lighting, they entered upon a new era of experiment. Having freed themselves from the shackles of the conventional chandelier and side bracket, they found themselves thrown back on their own resources, and at perfect liberty to create whatever new forms they might desire. Many of the works of ultra-modern French decorators have the same effect upon the uninitiated as the paintings of the cubists and futurists, but few can deny the charm and suitability of the new fixtures, which make the lighting of a French home a thing unique in itself.

Pierre Chareau was the pioneer of modern lighting. Realizing that fixtures which were appropriate for the flickering gas jet were hardly sufficient for electricity, he evolved the theory of veiled illumination by means of alabaster plaques. These latter are cut in all kinds and conditions of geometric shapes, the triangle and rectangle predominating, and then mounted on silver metal or forged-iron bases. Noteworthy from this great decorator is the aeroplane shade, a new type of floor lamp in which two alabaster

plaques are mounted like wings in a tall, tapering wrought-iron base, giving the impression of an airship moving upward.

The general feeling among the decorators of today is that electricity must be employed in some indirect way. So it is that in the famous Lalique fish which now belongs to the collection of the great art collector Jacques Doucet, the bulb is placed in the carved ebony base, and thence the light is sent up into the hollow of the fish itself.

Another decorator, Bouchet, cries for efficiency in designs for the modern French home. Even the base of a lamp must serve its utilitarian purpose, and a spacious parchment shade shelters a miniature bookcase in a striking model which caused much comment at the Salon des Artistes Decorateurs.

An amusing variation on the candelabra theme comes from the Studium du Louvre in a floor lamp by Maurice Matet. Two cylinders of opaque white glass encase the electric bulb and branch out from the silver metal stand. Below, two glass disks held by adjustable clamps offer one of the popular terraced effects in an arrangement of shelves destined to hold a vase of flowers, a book, or some ultra-modern "Bibelot."



## MAN OF THE WEEK



**JAMES A. REED,**  
United States Senator From  
Missouri.  
(© Harris & Ewing, from Times  
Wide World.)

**J**AMES A. REED, United States Senator from Missouri, shied his hat into the ring as a candidate for the Democratic Presidential nomination on Oct. 12, at Sedalia, Mo., addressing a throng of from 12,000 to 15,000 persons at the State Fair Grounds. This was an aftermath of the indorsement of Mr. Reed for the Presidency by the State Democratic Committee the night before.

The Senator proclaimed a platform on which his party should, in his opinion, stand in the national election of 1928 and thundered his denunciation of Teapot Dome, the Pennsylvania and Illinois Republican primaries, the Washington lobbies and the foreign debt settlements. He declared that the times were "ripe and rotten ripe" for a change in national administrations.

He made it plain that he did not "arrogate to himself the right to speak for the Democratic Party."

"Personal ambitions," he said, "animosities, revenges and past differences should be subordinated to the common cause. All attempts to interject into our Government paternalistic, socialistic or regulatory schemes are dangerous and may be fatal. We must put aside things near to the hearts of many. If everybody tries to have his way in all things, nobody will have his way in anything."

He assailed vigorously Secretary of the Treasury Mellon, former Governor Lowden of Illinois and many of the figures in the Harding régime.

"Let us demand," he said, "the honest administration of government; the swift and sure punishment of all public plunderers, bribemongers and other malefactors; the equalization of the burden of taxation; the repeal of all laws creating special privileges; the dismissal of an army of spies, snoopers, sneaks and informers; the liberation of honest business from oppressive interference by governmental agents; the prosecution and punishment of those who, by trusts, combinations and restraints of trade make war on honest business and despoil the people."

Senator Reed was born near Mansfield, Ohio, Nov. 9, 1861. He studied law and was admitted to the bar in 1885. He removed to Kansas City, Mo., in 1887, and soon became prominent in politics. He was elected to the United States Senate in 1911 and is now serving his third consecutive term, which expires in 1929.

## WITH THE NEW BOOKS



**RAFAEL SABATINI**  
(Times Wide World Photos.)  
**THE NUPTIALS OF CORBAL.**  
By Rafael Sabatini. Boston:  
The Houghton Mifflin Co. \$2.50.

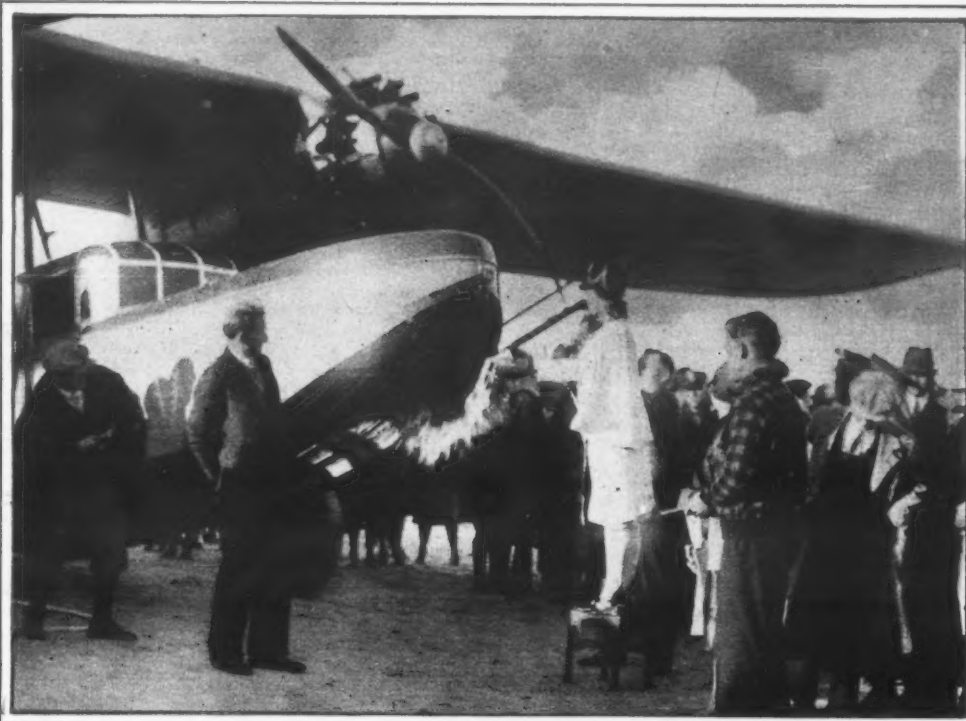
**W**HATEVER criticism has been voiced regarding Rafael Sabatini as an author, the charge of dullness has never been brought against him. His books are aflame with excitement and thrilling with life from the first page to the last. And if it be said that he is at times melodramatic, the answer is found in the turbulent times with which he, of preference, deals—times in which the actual happenings were so poignant and tremendous as far to outstrip the most vivid imaginings of a writer of fiction.

Such a period was the French Revolution, and that seething epoch furnishes the background of Sabatini's latest offering, "The Nuptials of Corbal." Mlle. Cleonie de Montsorbier, destined later on to be one of the parties to the nuptials, is at the time the story opens in the Conciergerie, that abode of fear and anguish from which the inmates rarely went forth except on their last journey to the guillotine. Such a fate impended for Cleonie, beautiful, sweet, accomplished, whose only crime was that of belonging to an aristocratic family. Her father had already been executed and she and her mother were awaiting the same fate.

On a certain dismal day her mother's name is called as one of the victims. Cleonie is wild with grief and beseeches that she may be allowed to go with her mother to death. But a saturnine and villainous deputy, Chauvinière, skilled in playing on the passions of the mob, bloodthirsty and heartless, has been attracted by the beauty of Cleonie and preserves her from the scaffold with a view of making her subservient to his vile purposes.

Cleonie, however, is as clever as she is lovely, and in the battle of wits between her and the scoundrelly Chauvinière she comes out victor, eludes his clutches and finally finds herself in the small village of Poussignot and in the chateau of the Vicomte Raoul Amedee Corbigny de Corbal. He is a very gallant gentleman, a kind of Chevalier Bayard, and he and Cleonie fall desperately in love.

But Chauvinière has not relinquished his designs, and, armed with all the weapons of the Terror, proves a formidable enemy. He, too, comes to Poussignot, and comes also to grips with the Vicomte. But here again Cleonie demonstrates her quickness of wit, the rascal is checkmated and the lovers find happiness in the nuptials of Corbal.



**FOR THE TRANSATLANTIC FLIGHT: MRS. RALPH O. BREWSTER,**  
Wife of the Governor of Maine, at Old Orchard, Me., Christening "The Dawn," the Sikorsky Amphibian Plane in Which Mrs. Frances Wilson Grayson and Her Pilot Plan a Trip Across the Atlantic to Copenhagen.  
(Times Wide World Photos.)

**DARING SKY VOYAGERS: MRS. FRANCES WILSON GRAYSON,**  
Commander of the Amphibian Plane in Which She Hopes to Fly From America to Copenhagen, With Her Pilot, Wilmer Stultz.  
(Times Wide World Photos.)



A "HOLE IN ONE" WITH THE YOUNGER SET!

**P**ERHAPS it's a happy accident. this perennial vogue of Fatima. And perhaps, again, it's the example of these pacemakers in the sport of enjoying life, this charming younger crowd—in which event it's no accident, but clear evidence of tobacco quality and blending skill.



**FATIMA**

The most skillful blend in cigarette history

LIGGETT & MYERS TOBACCO CO.



DAILY OVER 400,000  
SUNDAY OVER 650,000

# The New York Times

## Circulation at its Peak

Daily over 400,000

Increase past year . . . 40,000

Sunday over 650,000

Increase past year . . . 70,000

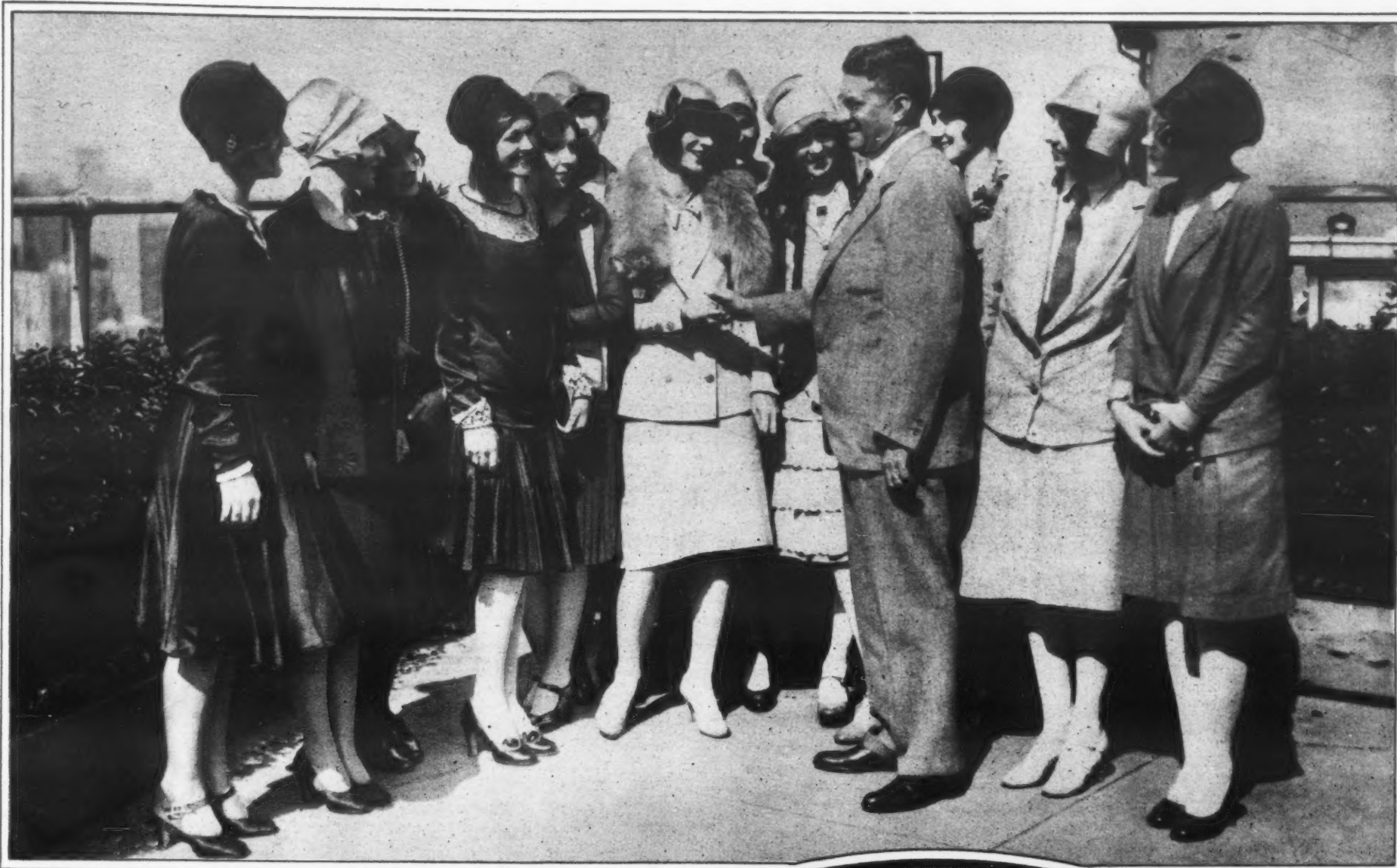
Strictly as a Newspaper  
It Prospers

No artificial stimulation  
No prizes, puzzles, comics  
No unsold copies

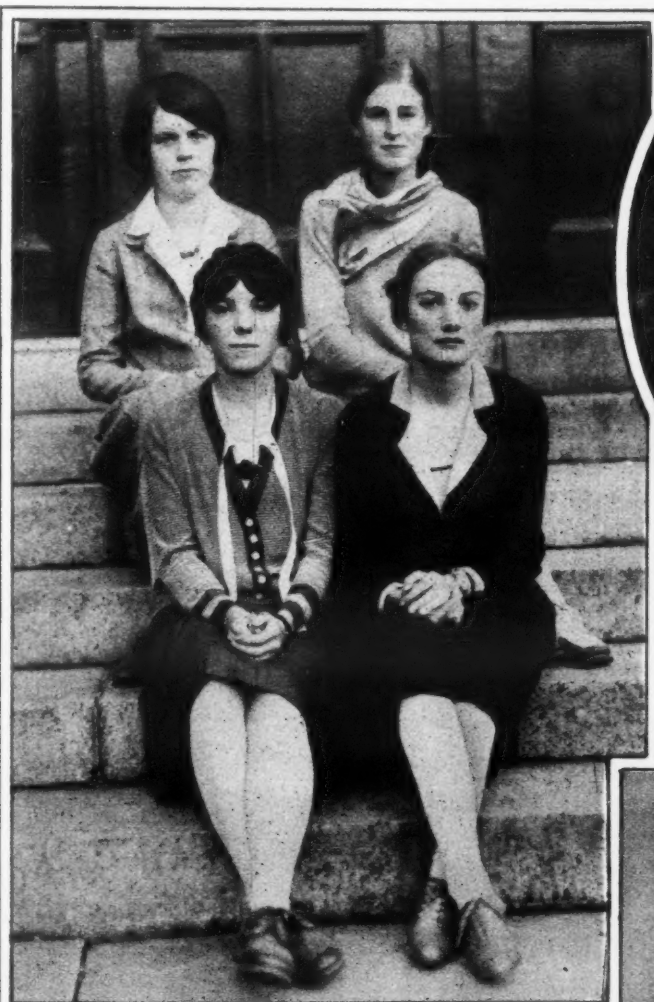
The New York Times is the most thoroughly  
read newspaper in America.

"ALL the NEWS THAT'S FIT to PRINT"





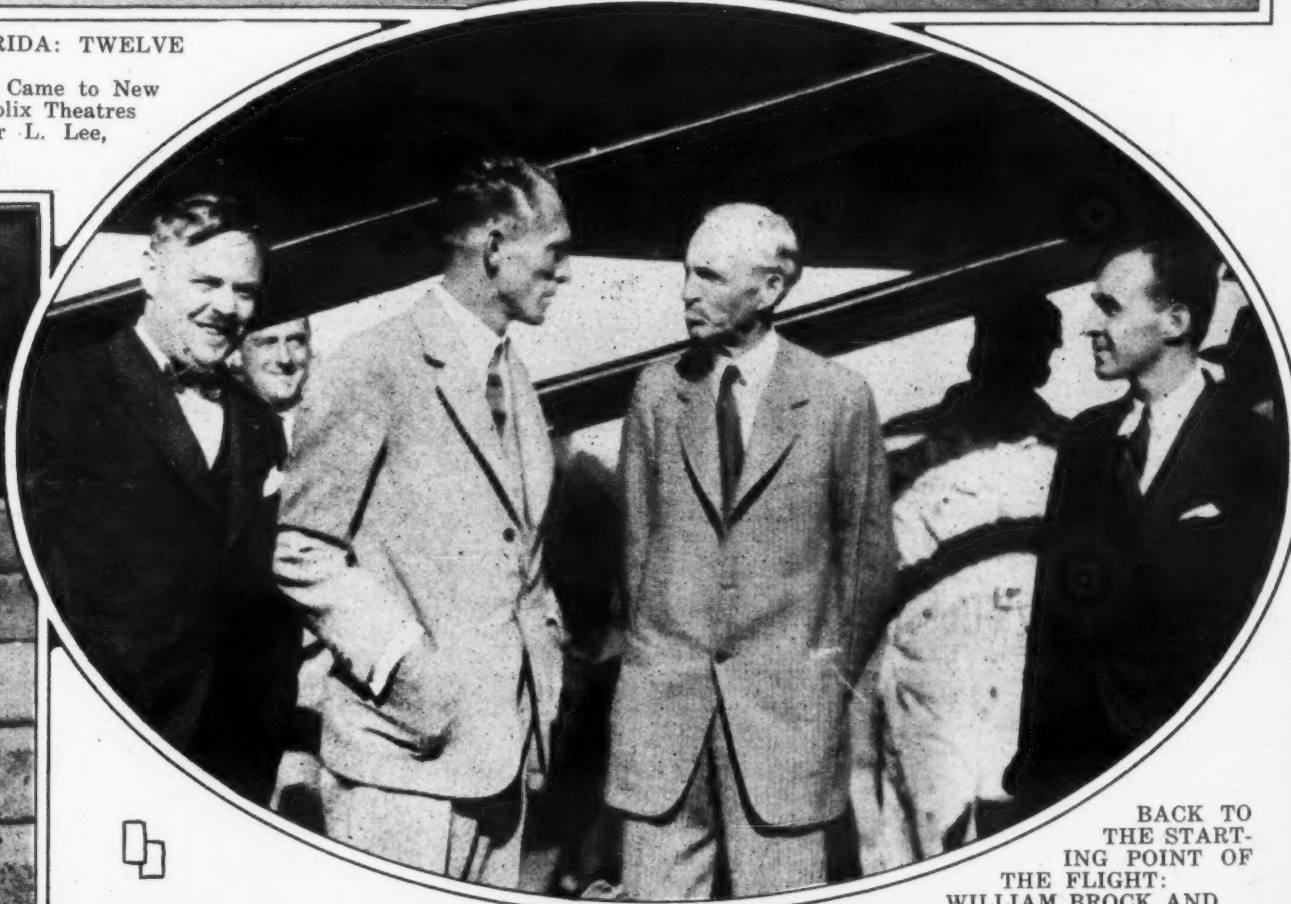
THE FAIREST OF THE FAIR FROM FLORIDA: TWELVE REPRESENTATIVES of the State Where It Is Always Summer, Who Came to New York to Take Part in a Revue Staged by the Publix Theatres Corporation, Welcomed to the North by Arthur L. Lee, Managing Director of the Hotel McAlpin.



AMBASSADORS FROM THE FOUR CORNERS OF THE UNITED STATES: MEMBERS of the Freshman Class at Wellesley College, Who Came From the Remotest Parts of the Country. They Are the Misses Jean Aason of Seattle, Wash.; Virginia Chapman of Portland, Me.; Carolyn Bronsen of Upland, Cal., and Dorville E. Mullin of St. Petersburg, Fla.

THREE SISTERS AND THREE FRESHMEN: SUZANNE, ELIZABETH AND WILHELMINA ANDREWS of Fishkill-on-Hudson, Who Began Their Studies Simultaneously at Wellesley College This Autumn.

(Times Wide World Photos.)



BACK TO THE STARTING POINT OF THE FLIGHT: WILLIAM BROCK AND EDWARD SCHLEE

(Left) Who Flew to Japan in "The Pride of Detroit," Abandoning the Trip by Air over the Pacific, with Henry and Edsel Ford in Detroit.

(Times Wide World Photos.)



### A Shapely Foot is a Joy Forever BEAUTIFY YOUR FEET

"The 'Perfection' Toe Spring removes the ACTUAL CAUSE of the BUNION or enlarged joint. Worn at night, with auxiliary appliance for day use. Send Outline of Foot!

STRAIGHTEN YOUR TOES. BANISH THAT BUNION. Any Other Foot Trouble?



C. R. Acfield, Marble Bridge Bldg., Dept. 163, 47 West 34th Street, New York



# GREATEST OCEAN AIR FLIGHT EVER MADE BY A WOMAN



GUARDING AGAINST HUNGER:  
RUTH ELDER,  
With the Basket of Food and Drink  
That She Carried on Her Hazard-  
ous Voyage.  
(Times Wide World Photos.)



OFF ON HER GALLANT FLIGHT: RUTH ELDER  
Waving Good-Bye as Her Plane, American Girl, Takes Off From  
Roosevelt Field, Long Island, on the Transatlantic Trip That Ended  
When the Plane Fell Into the Sea About 520 Miles West of Portugal,  
Whence She and Her Navigator, Haldeman, Were Rescued by the  
Dutch Tanker Barendrecht, the Plane Itself Being Burned.  
(Times Wide World Photos.)



RUTH  
ELDER,

Daring Ameri-  
can Aviatrix,  
Who Has  
Accomplished  
What No  
Woman Ever  
Did Before.

(New York  
Times Studios.)



THE FEMININE "WE": RUTH ELDER  
Standing Beside Her Plane, American Girl, That Carried Her Over Thousands  
of Miles of Sea Before It Met Disaster.  
(Times Wide World Photos.)

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Earn as many extra dollars as you wish. Become a Mid-Week Pictorial representative. Supplies furnished free; experience unnecessary. For full particulars mail us the form below and we will send you information immediately.

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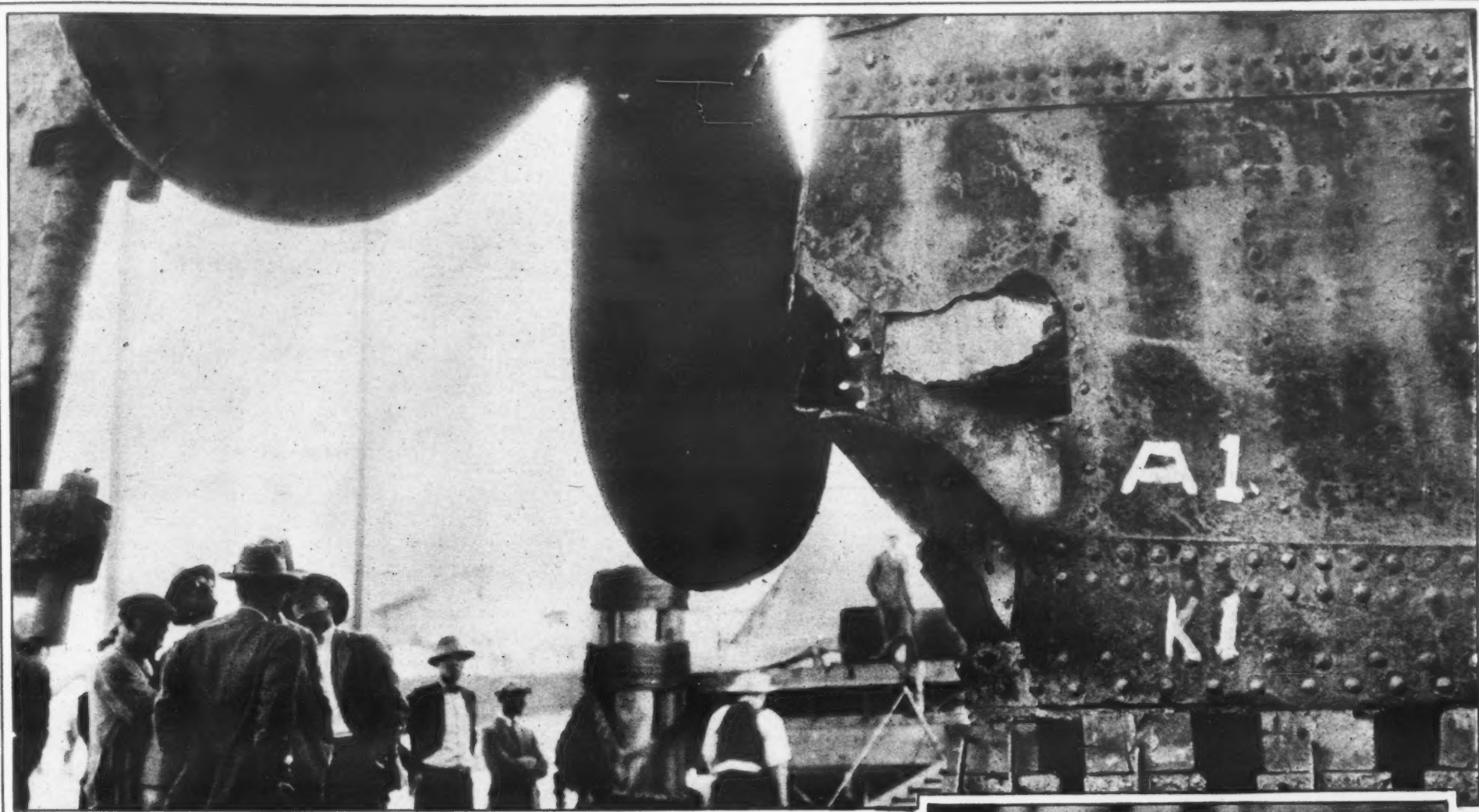
Without obligation to me, send full particulars of your  
spare-time plan.

Name.....

Address.....

City..... State.....





THE WAY HE DID IT A MILE ABOVE  
SAN DIEGO: FORREST WARREN,  
Son of a Newspaper Man of California,  
Shows How He Realized His Life's Ambition  
When He Piloted a Three-Motored  
Monoplane in a Flight Over His Home.  
(Times Wide World Photos.)

FATHER  
NEPTUNE  
HELPS IN  
THE RESCUE:  
THE STERN  
OF THE  
CIRCINUS,  
Which Recently  
Ran Aground  
on a Reef Near  
Ensanada, Mexico.  
When She Was  
Floated and  
Towed to  
Dry Dock in  
Los Angeles,  
It Was Found  
That Large Bits  
of Rock Had  
Lodged in the  
Holes in the  
Hull.  
(Times Wide  
World  
Photos.)



THE HEALING EFFECT OF LEMON JUICE:  
FERN LEINERT,  
One of the Competitors in the Girls' Relay Race at the  
Athletic Meet Held by the Eagle Rock Post of the Legion  
in Los Angeles, Is Given a Lemon by One of the Other  
Competitors at the End of the Run.  
(Times Wide World Photos.)




THE  
BIRD  
WHICH FOUGHT  
A PLANE:  
LIEUTENANT DONALD GOOLD,  
With the Mounted Hawk Which Attacked  
Him in Flight Over Niagara Falls 2,000  
Feet Up. Goold Manoeuvred His Plane  
to Hit the Hawk, Which He Found Alive  
on the Ground, and Had It Mounted as a  
Souvenir of His Aerial Duel.  
(Times Wide World Photos.)



ONE SMALL GIRL AND ONE  
LARGE NOISE:  
THE DAUGHTER  
of One of the Musicians Who Took  
Part in the Twenty-second National  
Band Festival, Which Was Held Re-  
cently at the Crystal Palace in Lon-  
don, Finds Out How Her Father  
Does It.  
(Times Wide World Photos.)

## SHOPPING SUGGESTIONS

AFTERNOON TEA

	The Balcony <b>H. HICKS &amp; SON</b> <small>INCORPORATED</small> 675 FIFTH AVENUE NEW YORK	<b>Unusual Fruit Salads</b> Dainty Luncheon Afternoon Tea Second floor. Take Elevator. Quiet and Comfort Prevail
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# Men of Millions... Give this Formula for Success "Learn Advertising"

**Today** the greatest force in business—the most astounding money-making power ever discovered—is advertising—the modern magic that turns small concerns into large companies and large companies into mammoth corporations! No matter what your aim, what your ambition, what your business, you must, for the greatest success, know how to employ the tremendous power of smashing advertising—the magic force that shapes and sways great business.

Without a doubt advertising is one of the biggest moneymaking fields open to ambitious men and women. It is a giant industry with a crying need for all types of workers—salesmen, accountants, writers, artists, executives, stenographers, bookkeepers, merchandising men, clerks and purchasing agents. And because of the tremendous profits of the advertising business the salaries for these positions are often many times greater than similar positions pay in other lines.

For here—the most interesting and fascinating of all professions—is where men and women are paid not for routine work but for ideas—here is where men rise quickly by giving free rein to their imagination—here is the business that pays fortunes for fancies! And now you have an opportunity to enter the advertising field by a new easy way—a way that will qualify you for this big money work in a ridiculously short time.

A wonderful new system has been developed which makes the mastery of all the principles of advertising tremendously interesting by an easy home-study method. This system was not prepared by academic teachers—every suggestion, every idea from the first paper to the last was prepared by men who were actually making unusual salaries as advertising men, or were drawing big incomes as officers of nationally known concerns conspicuous for their successful advertising.

For over thirty years—almost as old as the science of modern advertising that it teaches—the Page-Davis School has been

accepted by thousands of advertising men as the foremost source of the brilliant advertising minds of tomorrow. Space here does not permit mention of the long list of now-famous advertising executives who are earning \$5,000, \$10,000 and \$15,000 a year, and who started years ago just where you are starting today, as students in the Page-Davis School of Advertising.

## 12 Fascinating Big-Pay Jobs From Which to Choose

Advertising Writer,	\$3,500 to \$12,000 a year
Salesmen,	\$5,000 to \$18,000 "
Service Chief,	\$3,000 to \$ 7,500 "
Contact Man,	\$4,000 to \$ 9,000 "
Artist,	\$3,500 to \$10,000 "
Production Manager,	\$3,000 to \$ 7,500 "
Research Worker,	\$2,500 to \$ 5,000 "
Secretary,	\$2,000 to \$ 4,000 "
Space Buyer,	\$3,000 to \$ 7,000 "
Accountant,	\$2,500 to \$ 7,500 "
Merchandising Man,	\$5,000 to \$15,000 "
Advertising Manager,	\$5,000 to \$20,000 "

## Earn While Learning

So great are the opportunities in advertising that many Page-Davis students are offered positions before they complete their training. You get the fundamentals of advertising right at the start so that you can sell your services in spare time to retail stores and other business concerns in getting out circulars, sales letters and newspaper advertising, shortly after you enroll. In this way you really can pay for your Course and make money besides on the fees you draw for spare time work. The Course covers thoroughly and practically every branch of advertising. How to work up ideas, the mechanics of art, type and engraving, the principles of interesting copy, the formulation of a campaign, description of the various types of advertising, retail stores, manufacturers and mail order work.

## Mail Coupon For FREE Book

Simply send the attached coupon and we will mail you a remarkable book called *Increased Salaries and Promotion* which tells you how you may now quickly learn advertising during your spare time at home. Remember that sending the coupon does not obligate you in any way. Then get it in the very first mail—it may be the means of putting you in the big money class almost over night!

## THE HIGHEST PAID PROFESSION FOR WOMEN

No other profession gives women the opportunities that advertising offers them. In this fascinating work thousands of women have made brilliant successes as writers, artists, private secretaries, executives, and research workers. Advertising, too, is one of the few professions that pays women the same salaries that men earn—often more for superior work. Women seem to have a natural talent for this highly paid work—many of the most attractive ads that you see in the big magazines were written and illustrated exclusively by women.

## BIG MONEY IN ADVERTISING

### Grocery Clerk Makes \$8,000 a Year as Space Buyer

Several years ago, this young man was earning \$12 a week clerking in a grocery store. Then he got into advertising. Today he buys over one million dollars worth of space a year for a big advertising agency—telling the clients just what magazines and newspapers will bring the best returns for each product. For this highly important work he is paid a salary of \$8,000 a year—and he is still a young man—with the best years of his life ahead of him.

### School Teacher Now Advertising Manager

A woman school teacher a few years ago secured a temporary summer position in the advertising department of a Chicago store. Today she is advertising manager of one of the country's best known department stores with a salary close to \$10,000 a year, a large force of writers and artists under her direction, and a yearly advertising appropriation running into the hundreds of thousands of dollars.

### Cornet Player Becomes Famous Copy Writer

Only a few years ago one of the most successful advertising writers in the country was playing a cornet on the Chautauqua platform. Today while still in his twenties he is known as the creator of several famous big national advertising campaigns. He is now earning \$6,000 a year as Chief of the Copy Department in a nationally known advertising agency.

### Printer's Devil Now Controls Big Advertising Accounts

An advertising salesman who today controls several big national accounts spending hundreds of thousands of dollars a year started as a Printer's Devil at \$2 a week. He began to write advertising on the side for several local merchants and so successful were they that at 21 he had risen to be advertising manager of a daily newspaper. Today he is employed by a large advertising agency to develop new business.

[Names of these people on request.]

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Chicago, Illinois.

Send me a Free Copy of your fascinating booklet,  
*Increased Salaries and Promotion*, which tells me  
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